



THE EFFECTS OF POSITIVE AND NEGATIVE DETERRENT AND PREVENTIVE ANTI-PIRACY MESSAGES ON MOVIE PIRACY ATTITUDES AND INTENTIONS

An Examination of Moderating Factors

Robin Martina Segers

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First Supervisor

Dr. J. J. van Hoof

Second Supervisor

Drs. M. H. Tempelman

UNIVERSITY OF TWENTE

FACULTY OF BEHAVIORAL, MANAGEMENT AND SOCIAL SCIENCES

COMMUNICATION STUDIES

MASTER TRACK MARKETING COMMUNICATIONS

UNIVERSITY OF TWENTE.

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Abstract

Previous studies on digital piracy mainly focused on the downloading behavior of consumers. **The objective** of this research is to examine the different persuasive effectiveness of communication strategies on the consumers responses to decrease digital movie piracy behavior among Dutch consumers. The design of this experiment is based on a 2 (message controls: deterrent and preventive) x 2 (message frames: positive or negative) multiple factorial design and examines the impact of moderators (personal factors) on the effects between anti-piracy messages and the attitude toward movie piracy and the intention to engage in movie piracy (consumer responses). The moderators that are included are ego-involvement, perceived risk, moral values, subjective norm, perceived behavioral control, current behavior, credibility towards the message. **The method** of investigation used in this study is based on an online questionnaire with an experiment. 338 Dutch respondents received different scenario's with preventive and deterrent messages, within a positive and negative frame. **Results** show that the experimental manipulations have no significant different effect on the consumer responses after covarying out the personal factors. For the level of ego-involvement, perceived risk, subjective norms, and perceived behavioral control were found significant different consumer responses. **Conclusion**, the positive or negative frames and deterrent or preventive message controls have no influence on the attitude toward movie piracy and the intention to download from an illegal source differently. The level of ego-involvement (low), perceived risk (high), subjective norms (high), and perceived behavioral control (low) have a more negative effect on the consumer responses when consumers received the anti-piracy messages. Moral values, the current behavior, and the credibility of the advertisement do not have an impact on this effect. Further research to examine the decrease of the consumer responses after receiving anti-piracy messages is proposed.

Keywords: movie piracy, deterrent controls, preventive controls, positive and negative primes, Theory of Planned Behavior, ego-involvement, perceived risk, moral values, subjective norm, perceived behavioral control, current behavior, credibility towards the advertisement

Introduction

In the Netherlands the amount of digital downloading from illegal sources is a serious problem (Ast, 2012). Since it is possible to download, the online platform became very popular among digital pirates for the sharing of music, software, movies and television series. For this reason the entertainment industry has a hard time to compensate the missed incomes, because people are downloading from illegal file-sharing websites for free (Duivestein, 2014). In the Netherlands, there were 61 million movies downloaded from platforms like Pirate Bay and Torrent sites, which costs the movie industry 78,4 million Euros each year (Remmers, 2014). Therefore, the private copying levy was introduced to compensate the missed incomes of the authors (Kraan, 2014). In a response, Leenheer and Poort (2014) conducted a research to examine if the private copying levy had an effect on the attitude and behavior of Dutch consumers with regard to the downloading of movies from an illegal source. Results showed that the movie downloading from an illegal source still increased (Leenheer & Poort, 2014) in relation to their research in 2012, which was conducted before the home copy levy was introduced (Poort & Leenheer, *Filesharing 2@12: Downloaden in Nederland*, 2012).

There are some solutions to reduce digital piracy and convince consumers to not engage in this unethical and illegal behavior. For example, the Software Alliance combats the use of illegal software worldwide by visiting and controlling companies unannounced (BSA, 2014). On the other hand, the music industry has a solution to gather money and decrease digital movie piracy with Spotify, this is a software where consumers pay per month to listen to almost all the music (Cox & Collins, 2014). In similar fashion, the movie industry has Netflix. Despite, according to Cox and Collins (2014), there is lower impact upon paid legal consumption for movies than for music, so the downloading and streaming of movies from an illegal source is still increasing.

Because the home copy levy was not successful, the Dutch government was forced by the European Union to enter an immediate download prohibition in April 2014 (Engelfriet, 2014). Also, the access of subscribers to The Pirate Bay was blocked in 2012. Poort, Leenheer, van der Ham and Dumitru (2014) examined this approach towards online copyright enforcement. They found no impact on the illegal downloading behavior of the Dutch population (Poort, Leenheer, Ham, & Dumitru, 2014).

Another option to convince consumers not to engage in digital piracy is the use of anti-piracy messages. Jeong and Khouja (2013) found, in an analysis of the effectiveness of preventive and deterrent piracy control strategies, that educational strategies will be more effective than legal strategies (both deterrent controls). The educational campaigns will help

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to cause an attitude change by raising consumers' awareness about the negative social impact of piracy (Jeong & Khouja, 2013). In addition, a consumer can be afraid what people will think about him or her when he or she is guilty of movie piracy (Al-Rafee & Rouibah, 2009). D'Astous, Colbert and Monpetit (2005) conducted a research to examine the relative effectiveness of various communication strategies of recording companies in the U.S. to convince consumers not to engage in digital piracy of music. Concluding that companies should focus on the negative consequences consumers take risk when download music from illegal sources, such as fines and imprisonment (d'Astous, Colbert, & Monpetit, 2005). According to Cox and Collins (2014), an ethical strategy will have impact on movie piracy behavior. The belief that piracy harms the movie industry has a high limiting effect on digital piracy behavior. This is more effective for movie piracy than for music piracy (Cox & Collins, 2014).

The decision of what communication strategy is best to use to decrease the movie piracy behavior depends on the effectiveness on the consumer responses (e.g. attitude toward movie piracy and the intention to download from an illegal source). In this regard, a key question should be considered: do different communication strategies have different consumer responses? The objective of this research is to examine the differences in impacts of positive and negative anti-piracy campaigns with deterrent and preventive controls on the attitude towards movie downloading and intention to download movies from an illegal source to recommend companies in the movie business which communication strategy is best to use to dissuade consumers from illegal movie downloads. The interactive causation is examined by several moderating factors. Message framing can influence the decision making process through a variety of contexts (Shamaskin, Mikels, & Reed, 2010). The Theory of Planned Behavior of Ajzen (1991) is used to explain the behavioral intentions to download movies from an illegal source. The findings of this research are highly relevant to marketers of movies or other products that could be digitalized, i.e. software and music.

Background and Literature Review

Literature suggests that deterrent and preventive controls are effective to combat the crime of digital piracy (Gopal & Sanders, 1997; Gopal, Sanders, Bhattacharjee, Agrawal, & Wagner, 2004; Jeong & Khouja, 2013). The use of deterrent controls is a back-end strategy that makes use of sanctions to control crime. Deterrent controlled campaigns are educational, legal, and media focused. The messages include legal activities which are related to expanding domestic

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copyright laws and try to enforce them. This strategy will teach the consumers about the law (Gopal, et al., 2004). Typical deterrent controls include policy statements and guidelines in the messages (Gopal & Sanders, 1997).

Preventive controls is a front-end strategy that persuades consumers to make use of other possibilities. In an example, value-added strategies can make it more attractive to purchase movies (Jeong & Khouja, 2013). Preventive controls refer to the benefits of legal behavior of consumers. This strategy includes messages that make it more attractive to purchase or the strategy appeals to consumers to make ethical decisions (Gopal, Sanders, et al., 2004).

Consumer responses

According to Taylor et al. (2009), it appears to be important that a psychological model of intentions and behaviors must be taken into account in a research with an entertainment context (Taylor, C.Ishida, & Wallace, 2009). The Theory of Planned Behavior (TPB) can be a good predictor to find out if a particular behavior can be influenced (Ajzen, 1991). In the past, several researchers used the TPB to explain undesirable behavior. Also, this theory is used to explain the behavior of digital piracy (Cronan & Al-Rafee, 2008; d'Astous, et al, 2005). According to the TPB, most people behave in a way that they intended to do, so the intention is a good predictor of the actual behavior of a person. The intentions contain the motivations that influence the behavior (Ajzen, 1991).

Following the TPB, attitude towards a subject, subjective norm and perceived behavioral control have an impact on the intention to behave in a particular way (Ajzen, 1991). The attitude towards a subject is easily persuaded (Beck & Ajzen, 1991). The definition of the attitude towards movie piracy is the favorable evaluation of the movie downloading behavior and it reflects tendencies or predispositions to respond in a predictable way (Ajzen, 1991; Gass & Seiter, 2014).

Deterrent and preventive controls

According to Gopal and Sanders (1997), preventives and deterrents are strategies to counter digital piracy and are often used in anti-piracy campaigns. Deterrent controls attempt to hinder individuals to engage in digital piracy with threats, whereas preventive controls attempt to distract the consumers from their goal to download from illegal sources (Gopal & Sanders, 1997). D'Astous, et al. (2005), found that, within the music industry, a communication strategy should focus on the negative consequences of music piracy. Hence, if there is less revenue from distribution, the production and distribution of music becomes more

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difficult. This strategy appeals to ethical decisions of consumers and decreases peoples downloading behavior and is therefore a preventive strategy (d'Astous, et al, 2005).

On the other hand, according to Sinha and Mandal (2008), there is little evidence that digital piracy can be reduced by preventive control measurements (Sinha & Mandel, 2008). In addition, according to LaRose, Lai, Lange, Love and Wu (2006), potential punishments, which are deterrent controls, have a negative influence on downloading intentions (LaRose, Lai, Lange, Love, & Wu, 2006). To find out if deterrent controls have a greater impact than preventive controls, the following hypothesis is proposed:

H1: Messages with deterrent controls will have a greater negative effect on the consumer responses than messages with preventive controls.

Positive and negative messages

In a public service campaign positive framed messages focus on the positive consequences and negative framed messages focus on the negative consequences of the compliance to the advertisement (Block & Keller, 1995). According to Chang (2008), positive framed messages provoke a higher positive and lower negative effect in consumer responses, in contrast to negative framed messages (Chang, 2008). Referring to Kahneman and Tversky (1979), consumers who are under risky conditions, when it comes to money, will be more influenced by negative framed messages. On the other hand, when positive framed messages are used, consumers tend to be risk averse (Kahneman & Tversky, 1979). To find out if negative framed messages have a greater effect with regard to movie piracy, the following hypothesis is made:

H2: Negative framed messages will have a greater negative effect on the consumers responses than positive framed messages.

Interaction effect

Sinha and Mandel (2008) used positive and negative incentives in their research about the factors that control consumers' intentions to engage in digital piracy. The positive incentives are more preventive and focused on legal downloading. The negative incentives are more deterrent and focused on the perceived risk of piracy. According to them, the negative incentives can increase piracy intentions and on the other hand, positive incentives reduce the tendency to download illegal (Sinha & Mandel, 2008). There is a lack of research about this topic. Therefore, following Sinha and Mandel (2008), it is expected that the impact of the

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deterrent and preventive messages depends on the level of the impact of the positive and negative messages. Consequently, the following hypothesis arises:

H3: There is an interaction effect between receiving a deterrent or preventive controlled message and receiving a positive or negative framed message such that (a) the persuasive advantage of preventive messages produce a more negative effect on the consumer responses with a positive frame and (b) deterrent messages produce a more negative effect on the consumer responses with a negative frame.

Moderators

The intention to engage in unethical behaviors is influenced by the characteristics of the situation and the characteristics of individuals (Jones & Kavanagh, 1996). Therefore, the influence of the anti-piracy messages on the consumer responses can be moderated by personal factors.

Beck and Ajzen (1991) used the TPB to explain shoplifting and lying. The intention to engage in this behavior was predicted by the difficulty of the behavior (Perceived behavioral control) and the perceived social pressure (subjective norms) (Beck & Ajzen, 1991). Other researchers found that the risk of getting caught was also predicting the intention to engage in a particular behavior (Pratt & McLaughlin, 1989). According to Cronan and Al-Rafee (2007), the past behavior and moral values are factors that influence the downloading intentions. In the following sections the moderators ego-involvement, perceived risk, moral values, subjective norms, PBC, current behavior, and credibility of the advertisement are tested, to examine if other factors have an influence on the impact of positive and negative deterrent or preventive communication strategies on the consumer responses. The height of a moderator influences the effect of the communication strategy and the consumers responses (Dooley, 2009).

Ego-involvement. To know which communication strategy will have the greatest impact, it is important to know how consumers are involved with digital movie piracy. The social judgment theory can help to understand how to approach a persuasive effort by knowing a person's attitude towards movie piracy. Consumers always make judgments about the persuasive messages based on their anchors. This anchor is based on a person's attitude (Dainton & Zelle, 2011). Thus, when is examined how the attitude towards movie piracy of consumers is, it is possible to use a communication strategy to decrease the intention to engage in movie piracy behavior. The attitudes can be divided into three groups. The first

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group, the latitude of acceptance, which includes all a person's ideas of acceptable. Second, the latitude of rejection contains all a person's unacceptable ideas. And last, the latitude of non-commitment, which include people who have no opinion (Dainton & Zelle, 2011).

With a high ego-involved person, he or she believes the topic is important (Dainton & Zelle, 2011). So, it is likely that a person which is high ego-involved with downloading from an illegal source, will not easily be persuaded to do otherwise, because of the latitude of rejection. According to Maheswaran and Meyers-Levy (1990), low involved consumers will be more persuaded by negative than positive framed messages. On the other hand, positive framed messages persuades high involved consumers more than negative framed messages (Maheswaran & Meyers-Levy, 1990). Also, Kim (2013) advised campaign organizers to make use of negatively framed messages when consumers are high ego-involved, because high involved consumers are less willing to rethink their behaviors (Kim, 2013). The following hypotheses are proposed:

H4: Consumers with a low ego-involvement will have a more negative effect on the consumer responses when confronted to anti-piracy messages than consumers with a high ego-involvement.

Perceived risk. In this research, risk has possible negative consequences, which can have an effect on the impact of the anti-piracy campaigns. The risk of being caught or the risk of getting an underlying penalty are the most important factors that affects the decision making process to copy a movie or not (Fetscheerin, 2005). In the research of Phau and Ng (2010), results show that the chance of getting caught may have a stronger influence on the attitude toward software piracy than the perceived severity of punishment (Phau & Ng, 2010). According to Adermon and Liang (2014), the risk of being caught has had an effect on piracy and music sales. Sweden implemented the copyright protection and the perceived risk increased suddenly among Swedish people. Internet traffic decreased by 16% and the music sales increased by 36%. Adermon and Liang concluded that to have a successful copyright protection law, law enforcement through convictions are necessary (Adermon & Liang, 2014). Furthermore, Akbulut (2014) found that prosecution risk is one of the predicting variables of the attitude and intention regarding digital piracy. In this research the perceived risk is defined as the possible risks of illegal downloading. Therefore, the following hypothesis can be made:

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H5: Consumers with a high perceived risk will have a more negative effect on the consumer responses when confronted the different anti-piracy messages than consumers with a low perceived risk.

Moral values. Because downloading of illegal sources is an ethical decision making process, the moral values of consumers are important to examine the effect of anti-piracy campaigns. According to Phau and Ng (2010) and Wu and Yang (2011), software piracy is not perceived as an ethical issue. The results show that the lower a consumers moral values are the attitude toward software piracy will become more positive (Phau & Ng, 2010). Wu and Yang (2011) concluded that China students are willing to copy from the internet even if they know that it is an unethical behavior. Moral recognition does not influence the intention to pirate from the internet for China students, therefore, Taiwan students see internet piracy as unethical (Wu & Yang, 2011). On the other hand, in Turkey ethical behavior can be enforced through law cautions with regard to piracy (Akbulut, 2014). The hypothesis will be as follows:

H6: Anti-piracy campaigns will have a more negative effect on the consumer responses when consumers have high moral values than consumers holding low moral values.

Subjective norms. The subjective norms have an influence on the intention to engage in a particular way. It refers to the perceived social pressure not to perform in movie piracy behavior. It is possible that a social network of a person will influence the intention to commit movie piracy in a negative way (Ajzen, 1991). According to Teah and Phau (2009) it is likely that a consumer will have a positive attitude towards movie piracy if it is socially supported to download. Also Cronan and Al-Rafee (2008), found that subjective norms influences the intention to download. In other words:

H7: Consumers with high subjective norms show more negative consumer responses when confronted to the anti-piracy messages than consumers with low subjective norms.

Perceived behavioral control. Another factor is perceived behavioral control, which contains self-efficacy and controllability. Self-efficacy is a persons' belief that the behavior can actually be performed and controllability is the perception that the actual behavior is easy or difficult to perform (Ajzen, 1991). According to Ajzen (1991), actual behavioral control and the perception of behavioral control are important factors to explain the intention to engage in a particular behavior.

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In the research of Cronan and Al-Rafee (2008) is found that good skills and recourses to pirate also lead to a positive intention to engage movie piracy (Cronan & Al-Rafee, 2008). The internet offers several free applications to pirate movies which can make it easy to engage in movie piracy (Teah & Phau, 2009). So the following hypothesis will arise:

H8: Consumers with a low perceived behavioral control show more negative consumer responses than consumers with a high perceived behavioral control when confronted with anti-piracy campaigns.

Current behavior. Ingram and Hinduja (2008) examined the techniques of neutralization for understanding online music piracy. In their research, 90% of the respondents believed that music piracy was a proper behavior (Ingram & Hinduja, 2008). Several researchers found that if consumers are used to engage in digital piracy, these people are more likely to repeat this unethical behavior (Cronan & Al-Rafee, 2008; Taylor et al., 2009; Akbulut, 2014). When consumers download below the average of 5 films each year, fear appeals will have a greater impact on the behavior than heavy downloading consumers (LaRose, et al., 2006). According to Cronan and Al-Rafee (2008), people who downloaded in the past will have higher intentions to pirate in the future. Their research suggests that only within a stable situation, the past behavior is a good predictor of later behavior. A change in the conditions may have an effect on the intention to behave in the same way in the future (Cronan & Al-Rafee, 2008). The following hypothesis arises:

H9: Consumers with a low current behavior show more negative consumer responses when confronted with anti-piracy campaigns than consumers with a high current behavior.

Credibility of the advertisement. The believability of a message or source is also important. The credibility of the source may influence the persuasiveness of messages in different situations (Clark, Evans, & Wegener, 2011). According to Muthaly, Ha, Yeo and Kim (2009), a low advertisement credibility has a negative effect on the behavioral intentions, therefore, people are more willing to discuss the matter with other people if their credibility is low (Muthaly, Ha, Yeo, & Kim, 2009). The following hypothesis can be made:

H10: Consumers with a high credibility of the advertisement show more negative consumer responses when confronted with anti-piracy campaigns than consumers with a low credibility of the advertisement.

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Conceptual framework. In this research the effects of positive and negative deterrent and preventive messages are examined on consumers' attitude towards movie piracy and intentions to download movies from illegal sources. The positive and negative deterrent and preventive messages are the independent variables. The dependent variables are the consumer responses: attitude towards movie piracy and the intention to engage in movie piracy. The moderators consists several variables: ego-involvement, perceived risk, moral values, subjective norm, perceived behavioral control, current behavior and credibility of the advertisement. One of the levels (high or low) of the moderators is expected to have a more negative effect on the consumer responses than the other level, so a the impacts of the messages increase.

Do the anti-piracy messages significantly affect the consumer responses differently after adjusting for the personal factors? To explain the theorized relationships of the dependent, independent variables and the moderating factors, the model in Figure 1 is suggested to illustrate the hypotheses from the sections 2.1 till 2.5.7.

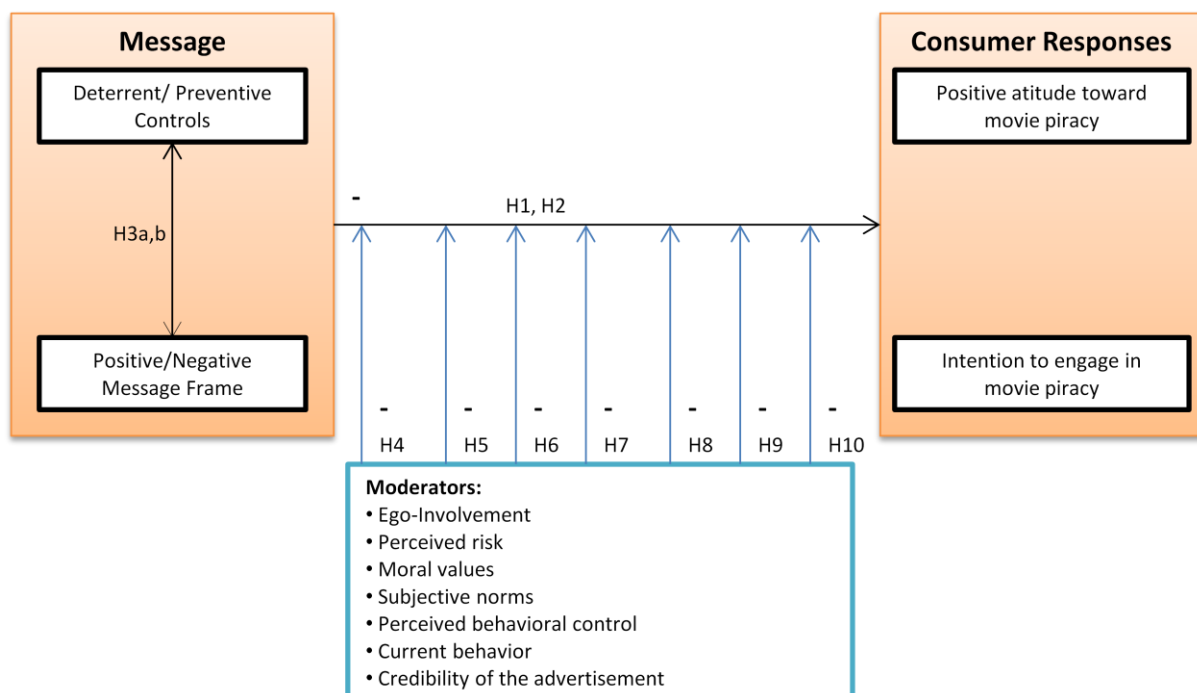


Figure 1: Overall Conceptual Framework

Method

The method of investigation used in this study is based on an online questionnaire with an experiment. The reason for this approach is to get quick responds and make use of frequently used scales. The design of this experiment is based on a 2 (message controls: deterrent and preventive) x 2 (message frames: positive or negative) multiple factorial design and examines the impact of moderators (personal factors) on the effects between anti-piracy messages and the attitude toward movie piracy and the intention to engage in movie piracy (consumer responses).

Procedure

The procedure of the experiment consisted out of two studies. The first study was a pre-test to make sure that the research is valid, so the questionnaire was tested within a small respondent group. The stimulus material was made up to eight different scenario's. Two communication strategies are used for the anti-piracy campaigns. There were 30 respondents gathered, who randomly received two out of eight messages. The respondents were asked how they interpreted the messages and to rank several images from 1 to 3, with the most dissuasive image on the first place. The image with the highest scores is used in the manipulations (see figure 2). Then, the Chronbach's Alpha was performed to see if the constructs are reliable. If necessary, some questions were deleted to increase the validity.

In the second study, the final questionnaire is spread among the target group. Respondents filled out a questionnaire that is distributed with an online survey through Facebook, e-mail, and LinkedIn. The subjects were randomly assigned to one of eight conditions. The survey thus provides a means of studying the consumer responses which encounter when responding to anti-piracy messages.



Figure 2: Example Stimulus Material

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Manipulations

There are two messages created for both dependent and preventive controls, in order to increase the likelihood that the messages indeed be perceived as deterrent or preventive. The deterrent messages are based on punishment and education about movie piracy and the preventive messages are based on ethical decisions and other options to download or stream movies in a legal way. The four messages will also be positive and negative framed (see Table 1 for an English version of the first four messages and Appendix A for the second four messages and a Dutch version). The messages are verified by means of the preliminary survey. The messages were shown in a pop up screen as if the consumer really intended to download a movie (Figure 2, Page 12).

Consumers was asked if they think the messages where interpreted more deterrent or preventive. The respondents could choose ‘more educative or punishable’ or ‘focused on ethical decisions or on other options to download or stream movies’ (with a scale 1 to 5). An independent-samples t-test was conducted to compare the interpretation of the deterrent and preventive controlled messages by examining if the mean scores where significantly different from 3 (1 is more deterrent and 5 is more preventive). If the mean score is closer to 1, the message is interpreted as deterrent, and if the mean score is closer to 5, the message is interpreted as preventive. The mean score of the interpretation of the deterrent controlled

Tabel 1

Manipulation messages in English

	Deterrent	Preventive
Positive	<i>We have detected that you attempt to download or stream a copyrighted movie from an illegal source. Many people do not know that it is no longer allowed in the Netherlands since April 2014. New methods are used to identify piracy. Piracy <u>may be punished with a fine of €500,-</u>. However, the chances of you being caught is very small.</i>	<i>We have detected that an attempt is made to download or stream a copyrighted movie from an illegal source. It is better for the producers that you pay per download. There exist <u>legal possibilities (e.g. iTunes or Netflix)</u> to download or stream movies. By downloading or streaming from legitimate sources the movie industry receives money. By buying filmmakers retain their jobs.</i>
Negative	<i>We have detected that you attempt to download or stream a copyrighted movie from an illegal source. Many people do not know that it has been prohibited in the Netherlands since April 2014. New methods are used to identify piracy. Piracy <u>is punishable with a fine of €500,-</u>. The chance that you will be caught is also very large.</i>	<i>We have detected that an attempt is made to download or stream a copyrighted movie from an illegal source. Producers will be destroyed if you do not pay per download. There exist <u>legal possibilities (e.g. iTunes or Netflix)</u> to download or stream movies. By downloading or streaming from legitimate sources the movie industry receives money. Piracy costs filmmakers their jobs.</i>

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messages ($M=2.52$, $SD=1.18$) was statistically significant lower than 3, conditions; $t(175) = -5.45$, $p < .001$. The preventive controlled messages ($M=3.67$, $SD=1.22$) were significant higher than 3, $t(170) = 7.20$, $p < .001$.

To test if the messages were interpreted as if there was a positive or negative prime, respondents could give an indication with a scale of 1 (= negative) to 5 (= positive). An independent-samples t-test shows a significant difference between the mean score of positive ($M=2.82$, $SD=1.07$) and negative ($M=2.52$, $SD=1.04$) interpreted messages, conditions; $t(345) = 2.60$, $p = .01$ (two-tailed). The negative messages are significant lower than 3, conditions; $t(168) = -5.94$, $p < .001$. So, these messages are interpreted as negative. However, the positive messages are also significant lower from 3, conditions; $t(177) = -2.24$, $p = .024$ (two-tailed). Therefore, the positive messages are interpreted as more positive than the negative messages, however not as positive.

Measures

The dependent variables and the moderators are tested with 55 items from most existing scales. After the pre-test some questions were deleted and recoded. The dependent variables are measured with 5-point Likert-scales (with 1= strongly disagree and 5= strongly agree) and bi-polar scales. Some examples of the 11 items to measure the attitude toward movie piracy are 'I love downloading and streaming of movies from an illegal source' and 'the downloading and streaming of movies is desirable'. The intention to download movies was measured with 8 items, 'I have the intention to download or stream movies from an illegal source in the future' and 'It is likely that I will download and stream movies from an illegal source'.

Ego-Involvement was measured with 9 items, for example 'for me, downloading and streaming movies from an illegal source is: important-unimportant, irrelevant-relevant' (bi-polar). And some 5-point Likert-scales 'I download or stream very few', 'I think downloading movies is very important for me'.

The perceived risk was measured with 5 items 'I think that downloading and streaming from an illegal source brings a lot of risks' and 'I think the risks of downloading and streaming of movies from an illegal source are important'.

The moral values were measured with 4 items, 'I should feel guilty if I download or stream from an illegal source' and 'Downloading or streaming from an illegal source is a crime'. And, subjective norms was measured with 3 items, for example 'most people who are important to me, think that I should not download or stream movies from an illegal source'.

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Perceived behavioral control was measured with 5 items, for example ‘if I wanted to, I could easily download or stream movies’, ‘I believe that I am capable to download or stream movies’.

The credibility of the advertisement was measured after the experiment with 6 bi-polar items, for example ‘I think the advertisement is: good-bad, reliable-unreliable’.

The current behavior was measured with the item ‘how many films did you download or stream last 6 months’. Using 5-point rating scales, respondents indicated how their current behavior is, from 0, 1-4, 5-10, 11-25, 26+ movies in the past 6 months. Tabel 2 gives an overview of the reliability statistics.

At the end of the survey some demographics were asked. In Appendix B the questionnaire is presented. Based on a median split, respondents were scored as low (=1) or high (=2) on the moderating factors. The collected data was checked for the basic descriptive

Tabel 2

Reliability statistics

Constructs	Chronbach's Alpha	Number of items	Deleted items
Attitude towards movie piracy	.91	11	2
Intention to engage in movie piracy	.95	8	2
Ego-involvement	.93	9	1
Perceived Risk	.84	5	-
Moral Values	.88	4	2
Subjective Norms	.86	3	2
Perceived behavioral control	.84	5	-
Current behavior	-	1	-
Credibility of the advertisement	.86	6	-

Table 3

Descriptive Statistics of the Moderating factors

Moderating Factors	Mean	SD	N
Ego-Involvement ^{a)}	3.27	.96	369
Perceived Risk ^{a)}	2.60	.78	369
Moral Values ^{a)}	2.49	.93	356
Subjective Norms ^{a)}	2.01	.83	356
Perceived Behavioral Control ^{a)}	4.37	.72	388
Current Behavior ^{b)}	3.03	1.38	388
Credibility of the Advertisement ^{c)}	2.84	.86	347

a) 5-point likert scale (1 = strongly disagree / 5 = strongly agree)

b) 5-point self-reported (0, 1-4, 5-10, 11-25 or 26 + downloads in 6 months)

c) 5-point bi-polar scale (bad/good, unreliable/reliable, weak/strong)

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statistics with the analytics software, SPSS. Table 3 shows the means, standard deviations and number of cases of the moderating factors. Overall, the consumers thought it is easy to download or stream from an illegal source ($M= 4.37$, $SD= .72$) and they score the lowest on subjective norms ($M= 2.01$, $SD= .83$).

Participants

Wang and McClung (2010) focused their research on college students because they are technical sufficient, they have no high income and have heavy consumption of entertainment, which makes them likely to engage in digital piracy (Wang & McClung, 2010). The focus of this research is on Dutch men and women in the age category of 18 years and older. The respondents were recruited via Social Media. In total, 525 respondents participated in this experiment. After the opening screen, 4% ($n=21$) of the respondents did not start the questionnaire. There were 69 respondents excluded from this research, because they never downloaded legal or illegal before and 97 respondents stopped during the questionnaire. The duration of the questionnaire was between 10 and 15 minutes. The dropout rate of 22% was little lower than the 24% that is normal with a questionnaire with a duration of 15 minutes (MacElroy, 2000). At the end, there are 338 completed questionnaires that are useful for this research.

The mean age of the participants is 25.91 ($n=338$), with a minimum of 17 and a maximum of 66. More women ($n=186$) than men ($n=152$) participated this research. The province of Overijssel is best represented with 176 respondents.

Analysis

The factorial multivariate analyses of covariance (MANCOVA) is used to test if there is a statistical significant difference between the independent variables (dependent and preventive controls and positive and negative frames), after statistically controlling for the effects of the covariates (personal factors). With this method, the dependent variables (attitude toward movie piracy and intention to download from an illegal source) are analyzed together. Before the MANCOVA can be used, the assumptions of parametric statistics were tested.

Results

In this section the results of the 2 x 2 multiple factorial between subjects experiment are discussed in order of the dependent variables: attitude toward movie piracy and intention to engage in movie piracy. First the main effects of the positive and negative frames and the

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deterrent and preventive controls are described, then the interaction effects, where after the moderating effects of the personal factors. The hypotheses are tested in the last paragraph.

Message effects on the consumer responses

The independent variables are divided in: deterrent and preventive controlled messages, and positive and negative primed messages. Table 4 shows the means, standard deviations, and number of cases of the consumer responses separated for the different messages.

To test if the consumer responses had the desired effect after receiving the anti-piracy messages, the MANCOVA was executed. The MANCOVA indicates that the means of the deterrent or preventive message controls is not significant different for one of the dependent variables, condition; $F = .966$, $partial \eta^2 = .006$, $p = .382$. For example, there is no statistical evidence that there is a difference in de means of the attitude towards movie piracy for the deterrent ($M= 3.46$, $SD= 0.75$) and the preventive ($M= 3.48$, $SD= 0.68$) controlled messages. Also, the MANCOVA found no evidence that the means of the consumer responses for receiving a positive primed message differ from the means of the consumer responses for the negative primed messages, condition; $F = .593$, $partial \eta^2 = .004$, $p = .553$. In an example, the mean attitude towards movie piracy of the positive primed messages ($M= 3.48$, $SD= 0.70$) does not differ from the mean of the negative primed messages ($M= 3.46$, $SD= 0.73$). The Multivariate Tests table (Table 5, Page 18) shows the results of the MANCOVA.

Tabel 4

Descriptive statistics of the consumer responses per manipulation

	Deterrent Messages			Preventive Messages			Totals		
	Mean	SD	N	Mean	SD	N	Mean	SD	N
Positive messages									
Attitude toward movie piracy ^{a)}	3.51	0.74	83	3.45	0.67	90	3.48	0.70	173
Intention to download from an illegal source ^{a)}	3.90	1.01	83	3.87	0.86	90	3.89	0.93	173
Negative messages									
Attitude toward movie piracy ^{a)}	3.42	0.76	88	3.51	0.69	79	3.46	0.73	167
Intention to download from an illegal source ^{a)}	3.70	0.96	88	3.93	0.93	79	3.81	0.95	167
Totals									
Attitude toward movie piracy ^{a)}	3.46	0.75	171	3.48	0.68	169			
Intention to download from an illegal source ^{a)}	3.80	0.98	171	3.90	0.89	169			

a) 5-point likert scale (1 = strongly disagree / 5 = strongly agree)

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Tabel 5

Multivariate tests

Wilks' Lambda ^{a)}	F-value	Sig.	Partial Eta Squared
Deterrent and preventive messages ^{b)}	.966	.382	.006
Positive and negative messages ^{b)}	.593	.553	.004
Deterrent and preventive * positive and negative (interaction)	.331	.718	.002
Ego-Involvement ^{c)}	26.158	.000	.138
Perceived Risk ^{c)}	4.012	.019	.024
Moral Values ^{c)}	1.479	.229	.009
Subjective Norms ^{c)}	11.380	.000	.065
Perceived Behavioral Control ^{c)}	6.145	.002	.036
Current Behavior ^{d)}	2.326	.099	.014
Credibility of the advertisement ^{e)}	2.412	.091	.014

a) Design: Intercept + Ego_Involvement_LowandHigh + Perceived_Risk_LowandHigh + Moral_Values_LowandHigh + Subjective_Norms_LowandHigh + Perceived_Behavioral_Control_LowandHigh + Current_Behavior_LowandHigh + Credibility_of_the_Advertisement_LowandHigh + Message_Deterrent_or_Preventive + Positive_and_negative_Messages + Message_Deterrent_or_Preventive * Positive_and_negative_Messages

b) Manipulation

c) 5-point likert scale (1=strongly disagree / 5=strongly agree)

d) 5-point self-reported (0, 1-4, 5-10, 11-25 or 26 + downloads in 6 months)

e) 5-point bi-polar scale (bad/good, unreliable/reliable, weak/strong)

Interaction effect

The third hypothesis (H3) was to test if there is an interaction effect between receiving a deterrent or preventive controlled message and receiving a positive or negative framed message. The MANCOVA found that there is no interaction effect, conditions; $F(1) = .331$, $partial \eta^2 = .002$, $p = .718$ (see Table 5 for the multivariate tests). There is no statistical evidence that the impact of the deterrent and preventive messages on the consumer responses depend on the positive and negative frames. So, the differences shown in the plots (figure 3 and 4 on Page 19) are not significant. In an example, the preventive controlled messages with a positive frame ($M = 3.45$, $SD = 0.67$) have no greater negative effect on the attitude towards movie piracy compared to a negative frame ($M = 3.51$, $SD = 0.69$) and the deterrent controlled messages with a negative frame ($M = 3.42$, $SD = 0.76$) have no greater negative effect compared to a positive frame ($M = 3.51$, $SD = 0.74$).

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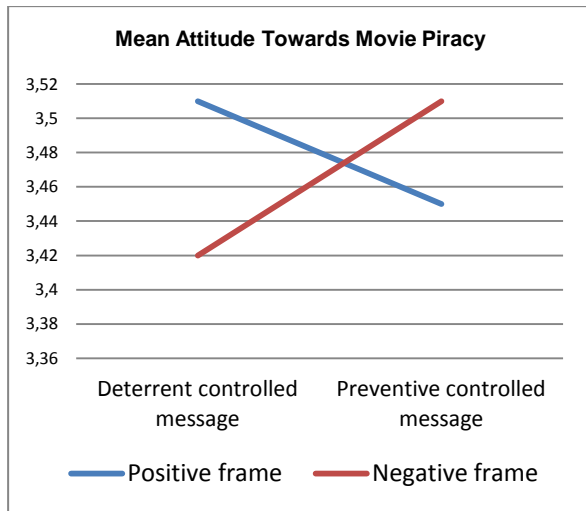


Figure 3: Mean Attitude Towards Movie Piracy per Received Message

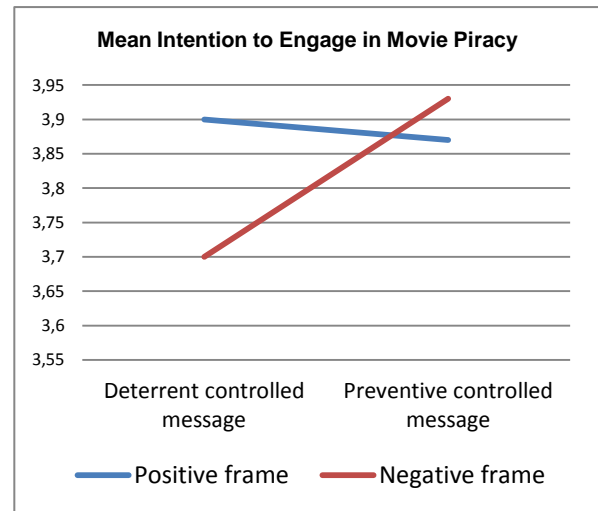


Figure 4: Mean Intention to Engage in Movie Piracy per Received Message

Covariates

To find out what the moderating role of the personal factors is on the impact of the anti-piracy messages, we take a better look at the results of the tests of between subjects design effects of the MANCOVA (Table 6, Page 20). The mean of the consumer responses per level of the moderating factors are shown in Table 7 and Table 8 on page 21.

The MANCOVA indicated that at least one of the consumer responses differ in mean with regard to the level of ego-involvement, conditions; $F(3)= 26.158$, $partial \eta^2 = .002$, $p<.001$. The table with the Test of between subjects design effects (Table 6) shows which of the dependent variables is significant. There was a significant difference of the low ego-involvement ($M= 3.08$, $SD= 0.67$) and the high ego-involvement ($M= 3.83$, $SD= 0.55$) on the attitude toward movie piracy ($F(1)= 34.304$, $partial \eta^2 = .094$, $p < .001$). This means, that consumers with a low ego-involvement are more persuaded by the anti-piracy messages than consumers with a high ego-involvement. Also, there was a significant difference in the mean intention to download from an illegal source per level of ego-involvement ($F(1)= 46.589$, $partial \eta^2 = .124$, $p < .001$).

The second factor that has a significant different mean for at least one of the consumer responses is the perceived risk, conditions; $F(3)= 4.012$, $p= .019$. There was a significant difference of the low perceived risk ($M= 3.75$, $SD= 0.66$) and the high perceived risk ($M= 3.23$, $SD= 0.67$) on the attitude towards movie piracy ($F(1)= 7.718$, $partial \eta^2 = .023$, $p=.006$). Which means, that there is found that consumers with a high perceived risk have a lower attitude towards movie piracy than consumers with a low perceived risk. On the other hand,

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there was no significant difference in the mean intention to download from an illegal source per level of perceived risk, conditions; $F(1)= 1.197$, $partial \eta^2 = .004$, $p = .275$).

Tabel 6

Tests of between subjects design effects

	F-value	Sig.	Partial Eta Squared
Deterrent and Preventive			
Attitude toward movie piracy	.059	.808	.000
Intention to download from an illegal source	1.608	.206	.005
Positive and Negative			
Attitude toward movie piracy	.000	.997	.000
Intention to download from an illegal source	.806	.370	.002
Deterrent and preventive* Positive and negative (interaction)			
Attitude toward movie piracy	.453	.501	.001
Intention to download from an illegal source	.577	.448	.002
Ego-Involvement			
Attitude toward movie piracy	34.304	.000	.094
Intention to download from an illegal source	46.589	.000	.124
Perceived Risk			
Attitude toward movie piracy	7.718	.006	.023
Intention to download from an illegal source	1.197	.275	.004
Moral Values			
Attitude toward movie piracy	2.595	.108	.008
Intention to download from an illegal source	1.999	.158	.006
Subjective Norms			
Attitude toward movie piracy	1.085	.298	.003
Intention to download from an illegal source	19.683	.000	.056
Perceived Behavioral Control			
Attitude toward movie piracy	1.941	.164	.006
Intention to download from an illegal source	11.878	.001	.035
Current Behavior			
Attitude toward movie piracy	.154	.695	.000
Intention to download from an illegal source	3.899	.049	.012
Credibility of the Advertisement			
Attitude toward movie piracy	2.881	.091	.009
Intention to download from an illegal source	4.466	.035	.013

c) 5-point likert scale (1=strongly disagree / 5=strongly agree)

d) 5-point self-reported (0, 1-4, 5-10, 11-25 or 26 + downloads in 6 months)

e) 5-point bi-polar scale (bad/good, unreliable/reliable, weak/strong)

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Tabel 7

Descriptive statistics of the attitude toward movie piracy per level of the moderators

Moderating Factors	Median split					
	Low			High		
	Mean	SD	N	Mean	SD	N
Ego-Involvement ^{a)}	3,08	0,67	163	3,83	0,55	177
Perceived Risk ^{a)}	3,75	0,66	156	3,23	0,67	184
Moral Values ^{a)}	3,8	0,63	155	3,2	0,67	185
Subjective Norms ^{a)}	3,77	0,62	131	3,29	0,71	209
Perceived Behavioral Control ^{a)}	3,14	0,67	160	3,77	0,61	180
Current Behavior ^{b)}	3,07	0,74	129	3,72	0,57	211
Credibility of the Advertisement ^{c)}	3,7	0,68	149	3,29	0,69	191

a) 5-point likert scale (1 = strongly disagree / 5 = strongly agree)

b) 5-point self-reported (0, 1-4, 5-10, 11-25 or 26 + downloads in 6 months)

c) 5-point bi-polar scale (bad/good, unreliable/reliable, weak/strong)

Tabel 8

Descriptive statistics of the intention to engage in movie piracy per level of the moderators

Moderating Factors	Median split					
	Low			High		
	Mean	SD	N	Mean	SD	N
Ego-Involvement ^{a)}	3,28	0,96	163	4,37	0,53	177
Perceived Risk ^{a)}	4,22	0,75	156	3,53	0,97	184
Moral Values ^{a)}	4,27	0,67	155	3,5	0,99	185
Subjective Norms ^{a)}	4,37	0,61	131	3,52	0,96	209
Perceived Behavioral Control ^{a)}	3,30	0,94	160	4,33	0,63	180
Current Behavior ^{b)}	3,17	0,99	129	4,26	0,61	211
Credibility of the Advertisement ^{c)}	4,18	0,77	149	3,59	0,98	191

a) 5-point likert scale (1 = strongly disagree / 5 = strongly agree)

b) 5-point self-reported (0, 1-4, 5-10, 11-25 or 26 + downloads in 6 months)

c) 5-point bi-polar scale (bad/good, unreliable/reliable, weak/strong)

The MANCOVA found no evidence that the moral values, conditions; $F(1) = 1.479$, $partial \eta^2 = .009$, $p = .229$, current behavior, conditions; $F(1) = 2.326$, $partial \eta^2 = .014$, $p = .099$, and the credibility of the advertisement, conditions; $F(1) = 2.412$, $partial \eta^2 = .014$, $p = .091$, were different in the low and high levels. This means, that the level of moral values, current behavior and credibility of the advertisement have no influence on the impact of the positive and negative deterrent and preventive controlled messages on the consumer responses.

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The third factor that has a significant different mean of at least one of the consumer responses is subjective norms, conditions; $F(3)= 11.380, p < .001$. Only the means of the intention to download from an illegal source were significant different ($F(1)= 19.683, partial \eta^2 = .056, p < .001$). So, consumers with low subjective norms ($M= 4.37, SD= 0.61$) have higher intentions to download movies illegal then consumers with high subjective norms ($M=3.52, SD= 0.96$) after receiving the anti-piracy messages.

The fourth factor perceived behavioral control is significantly different for only the intention to download from an illegal source ($F(1)= 11.878, partial \eta^2 = 0.035, p < .001$). A low PBC ($M= 3.30, SD= 0.94$) leads to lower intention to download movies illegal than a high PBC ($M= 4.33, SD= 0.63$) after receiving the anti-piracy messages.

Hypotheses

In Table 9 on page 23 there is an overview of the rejected and accepted hypotheses.

Hypotheses 1, 2, and 3 are rejected, since there is no statistical evidence that there is a main effect or interaction effect of the different messages on the consumer responses. Also, hypotheses 6, 9 and 10 are rejected, because there is no statistical evidence that the level of the moral values, current behavior and the credibility of the advertisement have an impact on the effect of the anti-piracy messages on the consumer responses.

A low ego-involvement has a more negative influence on both consumer responses, so hypothesis 4 is not rejected. A high perceived risk leads only to lower attitude toward movie piracy. Hypothesis 5 will be rejected for the intention to download from an illegal source.

At last, a high score on subjective norms and a low PBC will lead to lower intentions to engage in movie piracy. Therefore, hypotheses 7 and 8 are rejected for the attitude towards movie piracy, although not for the intention to engage in movie piracy.

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Table 9

Overview hypotheses

Hypotheses	Description	Consumer Responses	
		Attitude towards movie piracy	Intention to download from an illegal source
H1	Messages with deterrent controls will have a greater negative effect on the consumer responses than messages with preventive controls.	x	x
H2	Negative framed messages will have a greater negative effect on the consumers responses than positive framed messages.	x	x
H3	There is an interaction effect between receiving a deterrent or preventive controlled message and receiving a positive or negative framed message such that (a) the persuasive advantage of preventive messages produce a more negative effect on the consumer responses with a positive frame and (b) deterrent messages produce a more negative effect on the consumer responses with a negative frame.	x	x
H4	Consumers with a low ego-involvement will have a more negative effect on the consumer responses when confronted to anti-piracy messages than consumers with a high ego-involvement.	Accepted	Accepted
H5	Consumers with a high perceived risk will have a more negative effect on the consumer responses when confronted the different anti-piracy messages than consumers with a low perceived risk.	Accepted	x
H6	Anti-piracy campaigns will have a more negative effect on the consumer responses when consumers have high moral values than consumers holding low moral values.	x	x
H7	Consumers with high subjective norms show more negative consumer responses when confronted to the anti-piracy messages than consumers with low subjective norms.	x	Accepted
H8	Consumers with a low perceived behavioral control have more negative consumer responses than consumers with a high perceived behavioral control when confronted with anti-piracy campaigns.	x	Accepted
H9	Consumers with a low current behavior will have more negative consumer responses when confronted with anti-piracy campaigns than consumers with a high current behavior.	x	x
H10	Consumers with a high credibility of the advertisement will have more negative consumer responses when confronted with anti-piracy campaigns than consumers with a low credibility of the advertisement.	x	x

Discussion

This study examined the differences of the communication strategies, deterrent or preventive controls in a positive or negative frame, on the attitude toward movie piracy and the intention to download from illegal sources. Relevant moderators that could influence the effect on the

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consumer responses were included. The results of this research provide some supporting and antithetical information compared with previous studies.

The effects of the messages

According to D'Astous, et al. (2005), anti-piracy arguments do not have the effect that some would expect. This research supports that suggestion, there is found no evidence that the effects of the four messages on the consumer responses were different. According to Brown (2013), previous anti-piracy approaches focused on the punitive measures, which failed to have an impact on piracy behaviors. From this research is found that the deterrent and preventive messages both had the same effect on the consumer responses with regard to movie piracy. It is possible that the missing difference of impact between the anti-piracy messages on the consumer responses is depending on the ineffectiveness in changing consumers habits or on attitudinal motives and social influences (d'Astous, et al., 2005). Holt and Copes (2010) depicted that the denial of injury is the most common factor that is employed by pirates to justify their behaviors. Consumers who pirate reconciled their behaviors by ignoring or downsizing the harm that piracy had on the entertainment industry (Holt & Copes, 2010). This may decrease the effects of the messages that are focused on ethical decisions.

According to Block and Keller (1995), message framing is less important in higher efficacy conditions, because a consumer needs less processing within more certain behaviors (Block & Keller, 1995). This could explain why there is no significant difference in consumer responses between the messages with positive and negative frames.

The attitudes toward the act (hedonic and utilitarian), the desire and motivations to engage in digital piracy are important in marketing persuasion (Taylor, et al, 2009). This research found no interaction effect of the positive and negative messages frames and the deterrent and preventive controls on the consumer responses toward movie piracy. An explanation for this absence may be that the consumer responses are influenced by other factors, such as: mood or affect (Baek, Shen, & Reid, 2013). Al-Raffee and Rouibah (2009) conducted a research to point the differences in digital piracy between Arabic and Middle Eastern countries. According to them, the religion has an impact on the effects of anti-piracy messages on intention to pirate (Al-Rafee & Rouibah, 2009). In addition, Brown (2013) concludes that the best anti-piracy strategy would be to focus on alternatives to piracy and investing in this matter. Spotify and Netflix are good examples to decrease piracy (Cox &

Collins, 2014). So, the movie branch may copy the strategy of Spotify to persuade consumers not to engage in movie piracy.

Moderating factors

Cronan and Al-Rafee (2008) found influencing factors of the intention to pirate digital material. The attitude, perceived behavioral control (PBC), moral obligation and past behavior were found to be significant components. This research found that the level of ego-involvement, perceived risk, subjective norms and PBC have an impact on the effects of the communication strategies on one or both of the consumer responses.

Consumers with a low ego-involvement have a lower score on the consumer responses after receiving the anti-movie piracy messages than consumers with a high ego-involvement. Consumers with a high ego-involvement believe movie piracy is important for them, and can be less persuaded not to engage in this behavior (Dainton & Zelle, 2011). This research does not confirm the research of Maheswaran and Meyers-Levy (1990) and Kim (2013), where low involved consumers were more persuaded by negative than positive framed messages, because no different effect on the consumer responses for the message frame was found.

Without fearing the risk of being caught, people will do whatever they want. The threat of sanctions is needed to enforce people to comply with the law (Ariel, 2012). Consumers with a high perceived risk have a lower attitude towards movie piracy than consumers with a low perceived risk after receiving positive and negative deterrent or preventive messages. On the other hand, this research found no significant difference in the mean intention to download from an illegal source per level of perceived risk. Prohibitions and prosecutions in anti-piracy campaigns can trigger piracy, as forbidden behavior is more attractive and fascinating to consumers (Akbulut, 2014). This may be a reason why there is no significant effect for the deterrent and preventive controlled messages for the perceived risk on the intention to download illegal.

Phau and Ng (2010) show that low moral values lead to a more positive attitude toward software piracy (Phau & Ng, 2010). This research found no effect of the anti-piracy messages on the consumer responses for the level of moral values. So piracy may not be perceived as an ethical issue (Wu & Yang, 2011).

According to Teah and Phau (2009) and Cronan and Al-Rafee (2008) a consumer will have a more positive attitude towards movie piracy and higher intentions to engage in movie piracy if it is socially supported to download than when it is not supported. This research found that consumers with low subjective norms have higher intentions to download movies

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illegal than with high subjective norms. So, when the social environment disapproves movie piracy, consumers will show a more negative response. It may be that there is no difference in the consumer responses for the level of subjective norms on the attitude towards movie piracy after receiving the messages, because according to Ajzen (1991) the attitude towards a behavior has an influence on the intention to behave in that particular way, but the attitude may not be influenced by the subjective norms.

Akbulut (2014) found a relation between facilitating conditions and optimism bias, which predicted the habits of consumers. This suggests that the easier the downloading or streaming of movie is, the greater is the chance that this behavior becomes habitual. On the other hand, Nendedkar and Midha (2012) could not retain a relation between the facilitating conditions and the attitude toward piracy. This research found that the level of perceived behavioral control (PBC) had an influence on the impact of the anti-piracy messages on the intention to engage in movie piracy, therefore no differences for the attitude towards movie piracy was denoted. A low PBC will lead to lower intentions to download from an illegal source after receiving anti-piracy messages. The addition of regret as a predicting variable along with multidimensional conceptualizations of the attitude toward the act and PBC combined provides a more holistic examination of psychological process leading to digital piracy (Taylor, et al, 2009).

The results that a low advertisement credibility has a negative effect on the behavioral intentions of Muthaly, Ha, Yeo and Kim (2009), are not supported by this research. There is no evidence that the level of credibility of the advertisement has an influence on the impact of the anti-piracy messages.

Limitations

There are some limitations to generalize this study for the Netherlands, whereas the respondents were mostly students. Therefore, the results cannot be expected to represent wider populations.

There is a possibility that other content for the messages, which could have been studied, would provide different results. Although, results show that the deterrent controlled messages are interpreted by the respondents as deterrent and the preventive controlled messages are interpreted as preventive. The results indicated that the negative messages were interpreted as more negative than the positive messages. Furthermore, the positive messages are also interpreted as negative.

The scenario's were presented as a pop-up message on a screenshot of 'The Pirate

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Bay' (see Appendix A) and the results may not extent to other advertising media for anti-movie piracy, such as television ads or e-mail. It is also possible that respondents did not imagined that de messages where real, because the message was within a questionnaire. Which can make it difficult to believe this could happen when one is downloading or streaming from an illegal source at home. The message was presented in 'The Pirate Bay', so not in a situation where consumers stream movies illegal.

Another explanation for the missing differences between the effects of the anti-piracy messages can be that anti-piracy messages often are distributed through different canals, such as television or radio. Also, the respondents may have al lack of paid attention to the anti-piracy messages in this survey method (d'Astous, et al., 2005).

Brown (2013) concluded in his research about morality and digital piracy, that it is important to avoid the word piracy in the surveys. This can provide non-disclosure about the behaviors of the respondents (Brown, 2013). In this research it is mentioned that the questions were only about the downloading and streaming from illegal sources. This may have had an impact on the openness of the respondents.

According to Nan (2013), the timing of the source identification is important. In this research, the source of the message was not mentioned in the different scenario's. The effect of the perceived source credibility on advertising persuasiveness is stronger when the source was revealed before the message (Nan, 2013). According to LaRose, et al. (2006), the source of the message is important. The fear of sanctions is greater when it comes from for example one's university than when it comes from industry lawsuits. The magazine credibility has a positive impact on the credibility of the advertisement (Bae, Wright, & Taylor, 2001). A real test for the pop up may be more believable and shocking, but this is very expensive. And, the privacy law may retain the government to test the messages for real.

Practical implications

The positive and negative, deterrent or preventive messages have no different effect on the consumer responses, so the focus of the messages does not matter within anti-piracy campaigns. When anti-piracy campaigns are manipulated, companies have to take into account that the level of ego-involvement, perceived risk, subjective norms, and perceived behavioral control have an impact on the effects of the communication strategies on the consumer responses.

The movie industry may question the relevance of the different communication strategies that are used to decrease the illegal downloading behavior. It is recommended to

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use different communication strategies at the same time to dissuade consumers from downloading movies from illegal sources. Companies should not only use messages, therefore a nationwide marketing plan has to be made. The focus on other paid options (Spotify), and the transmission through several media (print, television and radio) should make consumers more aware of the illegal behavior. It is important to examine what campaigns are best involved with regard to anti-piracy campaigns. Media, the government, or educational institutions can have different effects.

In addition to decrease piracy, like the German government, the Dutch government needs to trace consumers who download from illegal sources and give them fines, because German consumers are afraid to get fines when downloading from an illegal source. Another option could be a home copy levy on the internet. In this case, people pay extra for the use of the internet, so if consumers download from illegal sources, the missed incomes can be compensated by this levy.

Also, parents could educate their children about illegal downloading, just like they do to prevent their children to use alcohol or bully classmates. Parents can work with schools to achieve a change in the behavior for the new generations. The police should provide briefings on these schools to explain the illegal activities of downloading. This provides more knowledge about the anti-piracy law. Therefore, these possibilities to decrease the downloading behavior should be examined by further research first.

Future research

If Browns statement, that anti-piracy campaigns have failed the decreasing of the piracy engagement within the music piracy (Brown, 2013), also can be said for movie piracy, this must be examined with future research. Because this research cannot conclude anything about the decrease in the intention to engage in movie piracy. To find out if a decrease can be accomplished by anti-piracy messages, the intentions to engage in movie piracy should be examined with an experiment and a control group without an experiment. This way the intentions of the control group can be compared with the experimental group.

The research of Bea, Wright and Taylor (2001) indicates that the source of the message contributes to the credibility of the advertisement. In this research the credibility of the source of the message is not examined, so in further research this should be taken into account and is needed to test if the power of universities is greater than that of the government when it comes to sending anti-piracy messages.

Smith (1996) found in his research about framing in advertising that ads with a

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negative frame have a greater impact on low educated consumers and ads with a positive frame have a greater impact on high educated consumers (Smith, 1996). This research did not focus on the education level of the respondents. Therefore, the findings of Smith (1996) could suggest that there is a difference in the positive and negative framed messages when the level of education is included. The positive and negative messages in this research is only focused on the language.

Consumers may not know about the risks of movie piracy, which leads to no change in the behavior of consumers after receiving the anti-piracy messages. There are several dimensions of risk, for example: social risk, time loss risk, and opportunity cost risk (Kassim & Ramayah, 2015). Kassim and Ramayah (2015), found negative relationships of the risk dimensions and the attitude towards the use of Internet banking. In future research, these risk dimensions may give a better examination of the effects of the perceived risk on the consumer responses and the received messages. Following the issue-risk-judgment model, perceived risk is categorized as social, financial, performance and prosecution risks (Tan, 2002).

Further research should take into account the desire and motivations to engage in movie piracy, this could explain why consumers will not be persuaded not to engage in movie piracy (Taylor, C.Ishida, & Wallace, 2009).

Conclusion

The goal of this research was to test the ego-involvement, perceived risk, moral values, subjective norm, perceived behavioral control (PBC), current behavior, credibility towards the message as moderating factors in the effect of the anti-piracy messages on the consumer responses. The consumer responses were not significantly different among the four messages. The means of the consumer responses do not differ significantly for the received deterrent controlled or preventive controlled message. Additionally, the means of the consumer responses do not differ significantly for the positive or negative message. Which means that from this research, the message controls and frames did not influence the attitude toward movie piracy and the intention to download from an illegal source differently.

The level of ego-involvement, perceived risk, subjective norms, PBC have an impact on the effects of the communication strategies on the consumer responses. Consumers with a low level of ego-involvement show a lower attitude towards movie piracy and lower intentions to engage in movie piracy. A high perceived risk leads to a lower attitude towards movie piracy. The intention to engage in movie piracy is lower when consumers have a high

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level of subjective norms and PBC. However, the impact of these factors are all very small, because the effect sizes are small.

Moral values, the current behavior and the credibility of the advertisement do not have an impact on this effect, which contradicts other research. Variables like mood, regret, desire, and motivation to engage in movie piracy are possible factors that may have an impact on the effect of the anti-piracy messages on the consumer responses. Further research can examine the strength of the messages within different sources and if the messages decrease the intention to engage in movie piracy.

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Appendix A Stimulus Material

Tabel A10

Manipulation messages in Dutch

	Deterrent	Preventive
Positive	<p><i>Er is gedetecteerd dat u een poging doet een auteursrechtelijke film te downloaden of streamen van illegale bron. Veel mensen weten niet dat het sinds april 2014 niet meer is toegestaan in Nederland. Tegen al dan niet opzettelijke inbreuken op het auteursrecht <u>kan de rechthebbende zich mogelijk verzetten</u> en kunnen vorderingen bij de rechter worden ingesteld. De kans dat u gepakt wordt is echter heel klein.</i></p>	<p><i>Er is gedetecteerd dat een poging wordt gedaan een auteursrechtelijke film te downloaden of streamen van illegale bron. Op deze manier <u>kost het u</u> geen geld. Door het naleven van de wet heeft de filmindustrie het minder moeilijk geld te verdienen. Het is essentieel dat u betaalt voor films, zodat in de toekomst <u>nog wel films gemaakt kunnen worden</u>. Door te kopen behouden filmmakers hun baan.</i></p>
Negative	<p><i>Er is gedetecteerd dat u een poging doet een auteursrechtelijke film te downloaden of streamen van illegale bron. Veel mensen weten niet dat het sinds april 2014 is verboden in Nederland. Tegen al dan niet opzettelijke inbreuken op het auteursrecht <u>zal de rechthebbende zich verzetten</u> en worden vorderingen bij de rechter worden ingesteld. De kans dat u gepakt wordt is bovendien groot.</i></p>	<p><i>Er is gedetecteerd dat een poging wordt gedaan een auteursrechtelijke film te downloaden of streamen van illegale bron. Op deze manier <u>krijgt de filmindustrie</u> geen geld. Door het niet naleven van de wet heeft de filmindustrie het moeilijk geld te verdienen. Het is essentieel dat u betaalt voor films, omdat door geld tekort in de toekomst <u>geen films gemaakt kunnen worden</u>. Piraterij kost filmmakers hun baan.</i></p>

Tabel A11

Manipulation messages in Dutch

	Deterrent	Preventive
Positive	<p><i>Er is gedetecteerd dat u een poging doet een auteursrechtelijke film te downloaden of streamen van illegale bron. Veel mensen weten niet dat het sinds april 2014 niet meer is toegestaan in Nederland. Nieuwe methoden worden ingezet om piraterij te achterhalen. Piraterij wordt <u>mogelijk bestraft met een boete van €500,-</u>. De kans dat u gepakt wordt is echter heel klein.</i></p>	<p><i>Er is gedetecteerd dat een poging wordt gedaan een auteursrechtelijke film te downloaden of streamen van illegale bron. Het is beter voor de producenten dat u betaalt per download. Er bestaan <u>legale mogelijkheden</u> (bv. iTunes of Netflix) om films te downloaden of streamen. Door via legale bronnen te downloaden of streamen krijgt de filmindustrie geld. Door te kopen behouden filmmakers hun baan.</i></p>
Negative	<p><i>Er is gedetecteerd dat u een poging doet een auteursrechtelijke film te downloaden of streamen van illegale bron. Veel mensen weten niet dat het sinds april 2014 is verboden in Nederland. Nieuwe methoden worden ingezet om piraterij te achterhalen. Piraterij wordt <u>bestraft met een boete van €500,-</u>. De kans dat u gepakt wordt is bovendien groot.</i></p>	<p><i>Er is gedetecteerd dat een poging wordt gedaan een auteursrechtelijke film te downloaden of streamen van illegale bron. Producenten gaan er aan kapot als u niet betaalt per download. Er bestaan <u>legale mogelijkheden</u> (bv. iTunes of Netflix) om films te downloaden of streamen. Door via legale bronnen te downloaden of streamen krijgt de filmindustrie geld. Piraterij kost filmmakers hun baan.</i></p>

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Tabel A12

Manipulation messages in English

	Deterrent	Preventive
Positive	<p><i>We have detected that you attempt to download or stream a copyrighted movie from an illegal source. Many people do not know that it is no longer allowed in the Netherlands since April 2014. It is <u>possible that the rightful owner will bring</u> copyright infringements before the courts. However, the chances of you being caught is very small.</i></p>	<p><i>We have detected that an attempt is made to download or stream a copyrighted movie from an illegal source. In this way, it <u>costs you no money</u>. By complying with the law, it is less difficult for the movie industry to make money. It is essential that you pay for movies, so that <u>movies still can be made</u> in the future. By buying filmmakers retain their jobs.</i></p>
Negative	<p><i>We have detected that you attempt to download or stream a copyrighted movie from an illegal source. Many people do not know that it has been prohibited in the Netherlands since April 2014. <u>The rightful owner brings</u> copyright infringements before the courts. The chance that you will be caught is also very large.</i></p>	<p><i>We have detected that an attempt is made to download or stream a copyrighted movie from an illegal source. In this way <u>the film industry makes no money</u>. By not complying with the law, the movie industry has a hard time to make money. It is essential that you pay for movie,s because by lack of money <u>no movies can be made</u> in the future. Piracy costs filmmakers their jobs.</i></p>

Appendix B

Questionnaire

Beste deelnemer,

Hartelijk dank voor uw deelname aan deze vragenlijst. Het doel van dit onderzoek is inzicht te verkrijgen in het gedrag van mensen in Nederland met betrekking tot het downloaden en streamen van films. Dit onderzoek is onderdeel van de afronding van mijn master Communications Studies.

Het invullen van de vragenlijst is anoniem en zal ongeveer tien minuten in beslag nemen. Uw gegevens zullen vertrouwelijk behandeld en verwerkt worden. Nogmaals hartelijk dank voor uw deelname aan dit onderzoek.

Voor vragen en opmerkingen kunt u contact opnemen met r.m.segers@student.utwente.nl

Robin Segers

Studente Communications Study, Universiteit Twente

0 Ik heb bovenstaande tekst gelezen en ga hiermee akkoord.

Current behavior

In dit onderzoek wordt onderscheid gemaakt van de volgende manieren om films te downloaden of streamen:

Betaald downloaden of streamen van films zoals: via video on demand, een online videotheek, uw eigen tv aanbieder, Netflix, Veamer, iTunes of XBOX.

Onbetaald downloaden of streamen uit niet-legale bron. Films worden zonder toestemming van de rechthebbende aangeboden. Voorbeelden van niet-legale bronnen zijn: The Pirate Bay, Popcorn Time of torrent programma's.

Heeft u wel eens betaald of onbetaald films gedownload of gestreamd?

0 Ja

0 nee (Dank u voor uw deelname)

Legal or illegal

Naar uw mening was dit:

Legaal 0 0 0 0 0 Illegaal

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Geef het aantal films aan dat u de afgelopen tijd **legaal** gedownload of gestreamd heeft.

	0	1 – 4	5 – 10	11 – 25	26 +
Afgelopen 7 dagen	0	0	0	0	0
Afgelopen maand	0	0	0	0	0
Afgelopen half jaar	0	0	0	0	0

Geef het aantal films aan dat u de afgelopen tijd **illegaal** gedownload of gestreamd heeft.

	0	1 – 4	5 – 10	11 – 25	26 +
Afgelopen 7 dagen	0	0	0	0	0
Afgelopen maand	0	0	0	0	0
Afgelopen half jaar	0	0	0	0	0

Perceived behavioral control

Als ik zou willen, zou ik makkelijk illegaal films kunnen downloaden of streamen

zeer eens 0 0 0 0 0 zeer oneens

Ik geloof dat ik in staat ben illegaal films te downloaden of te streamen

zeer eens 0 0 0 0 0 zeer oneens

Ik heb de middelen die nodig zijn om illegaal films te downloaden of streamen

zeer eens 0 0 0 0 0 zeer oneens

Ik kan films om illegaal te downloaden of te streamen vinden als ik zou willen

zeer eens 0 0 0 0 0 zeer oneens

Voor mij zou illegaal downloaden of streamen heel moeilijk zijn (r)

Zeer eens 0 0 0 0 0 zeer oneens

reference: (Bruner & Hensel, 1992)

Involvement

Voor mij is downloaden en streamen

Belangrijk 0 0 0 0 0 onbelangrijk (r)

irrelevant 0 0 0 0 0 relevant

nutteloos 0 0 0 0 0 nuttig

saai 0 0 0 0 0 interessant

wenselijk 0 0 0 0 0 onwenselijk (r)

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Ik download heel weinig (r)

Zeer eens 0 0 0 0 0 zeer oneens

Ik ben betrokken bij downloaden

Zeer eens 0 0 0 0 0 zeer oneens

Ik ben een voorstander van downloaden

zeer eens 0 0 0 0 0 zeer oneens

Downloaden is belangrijk voor mij

zeer eens 0 0 0 0 0 zeer oneens

reference: (Bruner & Hensel, 1992)

Risk

Ik denk dat downloaden veel risico's met zich mee brengt

zeer eens 0 0 0 0 0 zeer oneens

Ik ben heel erg bezorgd als het om de risico's van downloaden gaat

zeer eens 0 0 0 0 0 zeer oneens

Ik vind de risico's van downloaden belangrijk

zeer eens 0 0 0 0 0 zeer oneens

Downloaden is risicovol

zeer eens 0 0 0 0 0 zeer oneens

reference: (Bruner & Hensel, 1992) and (G.C.Bruner, Hensel, & James, 2005)

Subjective norms

De meeste mensen die belangrijk voor me zijn vinden dat ik geen films illegaal moet downloaden of streamen

zeer eens 0 0 0 0 0 zeer oneens

Als ik illegaal films download of stream, dan zouden de meeste mensen die belangrijk voor me zijn het afkeuren

zeer oneens 0 0 0 0 0 zeer eens

Mijn familie vindt dat ik niet moet downloaden

zeer eens 0 0 0 0 0 zeer oneens

reference: (Bruner & Hensel, 1992)

Moral values

Ik zou me schuldig voelen als ik films download of stream

zeer eens 0 0 0 0 0 zeer oneens

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Films downloaden of streamen gaat tegen mijn principes in

zeer eens 0 0 0 0 0 zeer oneens

Het zou moreel verkeerd zijn om films te downloaden of te streamen

zeer eens 0 0 0 0 0 zeer oneens

Downloaden uit illegale bron is diefstal

zeer eens 0 0 0 0 0 zeer oneens

reference: (Bruner & Hensel, 1992)

Stimulus material

Probeer u in te beelden dat u een film aan het downloaden bent van een illegale bron. Deze pop-up verschijnt. Bekijk deze goed.

(experiment)

Na het zien van dit bericht willen we u de volgende vragen stellen.

Preventive or deterrent interpretation

Het bericht is:

0 Preventief (ter voorkoming van illegaal downloaden en streamen)

0 Afschrikwekkend (achteraf leren over illegaal downloaden en streamen)

Educatief of bestraffend 0 0 0 0 0 Gericht op ethische beslissingen of andere mogelijkheden om te downloaden of streamen

Positive or negative interpretation

Ik vind het bericht:

Negatief 0 0 0 0 0 positief

Slecht 0 0 0 0 0 Goed

Niet overtuigend 0 0 0 0 0 Overtuigend

Ongeloofwaardig 0 0 0 0 0 Geloofwaardig

zwak 0 0 0 0 0 sterk

Waardevol 0 0 0 0 0 Zinloos (r)

Betrouwbaar 0 0 0 0 0 Onbetrouwbaar (r)

reference: (Bruner & Hensel, 1992)

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Attitude towards the advertisement

Ik heb de advertentie goed begrepen

zeer eens 0 0 0 0 0 zeer oneens

De advertentie was te ingewikkeld (r)

zeer eens 0 0 0 0 0 zeer oneens

Ik was niet zeker waar de advertentie over ging(r)

zeer eens 0 0 0 0 0 zeer oneens

Intention to download

Ik heb de intentie om films te downloaden of te streamen in de nabije toekomst

zeer eens 0 0 0 0 0 zeer oneens

Ik zal een poging doen in de nabije toekomst films te downloaden of streamen

zeer eens 0 0 0 0 0 zeer oneens

Het is waarschijnlijk dat ik films ga downloaden of streamen

zeer eens 0 0 0 0 0 zeer oneens

De kans is groot dat ik vrienden aanraadt te downloaden of streamen

zeer eens 0 0 0 0 0 zeer oneens

De kans dat ik ga downloaden of streamen is:

onwaarschijnlijk 0 0 0 0 0 waarschijnlijk

bestaat niet 0 0 0 0 0 bestaat

mogelijk 0 0 0 0 0 onmogelijk (r)

lachwekkend 0 0 0 0 0 serieus

reference: (G.C.Bruner, Hensel, & James, 2005)

Attitude towards movie piracy

Mijn houding ten opzichte van het downloaden of streamen van films is

slecht 0 0 0 0 0 goed

dom 0 0 0 0 0 slim

vervelend 0 0 0 0 0 Plezierig

onwaarschijnlijk 0 0 0 0 0 waarschijnlijk

Onmogelijk 0 0 0 0 0 mogelijk

onveilig 0 0 0 0 0 veilig

reference: (Bruner & Hensel, 1992)

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Ik hou van het downloaden van films

zeer eens 0 0 0 0 0 zeer oneens

Films downloaden is bevredigend

zeer eens 0 0 0 0 0 zeer oneens

Films downloaden is wenselijk

zeer eens 0 0 0 0 0 zeer oneens

Als ik zou downloaden, zou ik het waarschijnlijk leuk vinden

zeer eens 0 0 0 0 0 zeer oneens

Ik verwacht dat meeste mensen die downloaden tevreden zijn

zeer eens 0 0 0 0 0 zeer oneens

reference: (Bruner & Hensel, 1992)

Leeftijd:

Geslacht: 0 Man

 0 Vrouw

Provincie:

Bent u geïnteresseerd in de resultaten? 0 Ja 0 Nee

Wilt u mee doen voor de prijs? 0 Ja 0 Nee

Laat uw email adres achter om de resultaten te ontvangen als deze bekend zijn en/of om mee te doen voor de verloting van de prijs: