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FACTORS THAT INFLUENCE ATTITUDE TOWARDS VIDEO ON DEMAND PIRACY

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ABSTRACT

Digital piracy is an issue that affects industries like the Video On Demand (VOD) streaming services which lose clients that prefer to use unauthorized sources to watch content instead of subscribing to its providers. Thus, companies must understand what makes individuals have this attitude to lure them back to their platforms successfully. This study focuses on the factors that influence deviant media content consumption behaviors and which ones impact the attitude towards VOD Piracy. A survey with 275 valid responses from consumers of VOD content and an empirical study was undertaken. The results indicate that Easiness To Use and Subjective norms have a positive correlation while Morality has a negative correlation with attitude towards VOD Piracy. Price Fairness Perception was found to not have a significant effect on attitude. Furthermore, an analysis using Process Macro showed that individualism is a moderator of subjective norms which consequently affects its relationship with the attitude towards VOD Piracy. Due to morality, easiness to use, and subjective norms (moderated by individualism) being significant factors of attitude towards VOD Piracy as per the findings of this study, it is suggested that companies add features to their services that consumers value and cannot be copied by unauthorized sources since people opt to watch these contents without paying because overall they do not feel bad for doing it and it is accessible while they would do it if there were reasons (beyond the content) to support and value the brand as the price isn't a significant factor.

Keywords: Digital Piracy; Streaming Platforms; Morality; Values; Subjective Norms; Attitude; Easiness to Use; Price Fairness Perception; Audiovisual; Behavior; Online Piracy; VOD

JEL: M

RESUMO

A pirataria digital leva as pessoas a optar por fontes ilegais em vez das plataformas de Video on Demand (VOD) para assistir conteúdo. Logo, as empresas devem compreender o que faz com que os indivíduos tenham esta atitude para os atrair de volta às suas plataformas com sucesso. Este estudo centra-se nos fatores que influenciam comportamentos de consumo de conteúdos desviantes dos meios de comunicação e quais os que influenciam a atitude em relação à Pirataria VOD. Foi realizado um inquérito com 275 respostas válidas e os resultados indicam que “Facilidade de utilização” e “Normas Subjetivas” têm uma correlação positiva enquanto a “Moralidade” tem uma correlação negativa com a atitude em relação à Pirataria de VOD. “Percepção de Equidade do Preço” não teve um efeito significativo na atitude. Ainda, uma análise utilizando Process-Macro, mostrou que o individualismo é um moderador das “Normas Subjetivas” afetando a sua relação com a atitude quanto à Pirataria de VOD. Devido à “Moralidade”, “Facilidade de Utilização” e “Normas Subjetivas” (moderadas pelo individualismo) serem fatores significativos de acordo com as conclusões deste estudo, sugere-se que as empresas acrescentem aos seus serviços características que os consumidores valorizam e que não podem ser copiadas por fontes não autorizadas, uma vez que as pessoas optam por ver estes conteúdos sem pagar porque, no geral, não se sentem mal por o fazerem e é acessível enquanto o fariam se houvessem razões (para além do conteúdo) para apoiar e valorizar a marca, sendo que o preço não é um fator significativo.

Palavras-chave: Pirataria Digital; Plataformas de Streaming; Moralidade; Valores; Normas Subjetivas; Atitude; Facilidade de Utilização; Percepção de Equidade de Preços; Audiovisual; Comportamento; Pirataria Online; VOD

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TABLE OF CONTENTS

ABSTRACT	i
RESUMO	ii
ACKNOWLEDGMENTS.....	iii
1 – INTRODUCTION	6
1.1 Relevance of the Topic.....	6
1.2 Research Problem	7
1.3 Research Purpose.....	7
1.4 Research Questions	7
2. LITERATURE REVIEW	8
2.1 Piracy and the cable TV Market	8
2.2 Online Piracy	9
2.2.1 Consequences of Digital Piracy	10
2.3 Audiovisual Consumption	11
2.3.1 Video Streaming Platforms.....	12
2.3.2 Access to Video On Demand platforms	14
2.4 Factors that influence deviant consumption behaviors	15
2.4.1 Price Fairness Perception.....	15
2.4.2 Easiness To Use	17
2.4.3 Social Values	17
2.4.4 Cultural Traits	20
2.4.4.1 Hofstede’s Cultural Dimensions	20
3. CONCEPTUAL FRAMEWORK	24
4. METHODOLOGY	25
5. RESULTS.....	29
5.1 Scale reliability	30
5.2 Descriptive statistics.....	30
5.3 Principal Component Analysis	31
5.4 Hypothesis analysis and Discussion.....	33
6. CONCLUSION.....	38
7. BIBLIOGRAPHY	41
APPENDIX	49
A – Sample Survey	49

TABLE INDEX

Table 1: Questionnaire items (1/3)	26
Table 2: Questionnaire items (2/3)	27
Table 3: Questionnaire items (3/3)	28
Table 4: Demographics	29
Table 5- Scale Reliability	30
Table 6: Descriptive Statistics	30
Table 7: Significance Test.....	31
Table 8: Rotated Matrix	32
Table 9: Regression Analysis	34
Table 10: Correlations Analysis	35
Table 11: Moderation Analysis	36
Table 12: Summary of Hypothesis	37

ACRONYM INDEX

Deterrence Theory (DT)	8
Gross Domestic Product (GDP).....	14
Neutralization Theory (NT)	8
Online Video Distributor (OVD)	11
Organization for Economic Co-operation and Development (OECD)	13
Over The Top (OTT)	10
Social Cognitive Theory (SCT).....	8
Social Learning Theory (SLT).....	8
Streaming Video On Demand (SVOD)	15
Theory of Planned Behavior (TPB).....	8
Video on Demand (VOD)	5

1 – INTRODUCTION

1.1 Relevance of the Topic

With the development of technology, the television industry has been able to expand its limits and give more content to its viewers, as we all know is the case of big networks and streaming platforms but not without facing the big issue that is digital piracy which worries governments and companies equally even with legislation in place (Eisend, 2019).

Digital piracy is defined as the action of purchasing, downloading, or copying files that are already copyrighted without permission (Tunca and Wu, 2013.)

Digital piracy came into the Internet in 1999 through the peer-to-peer file sharing pioneered by Napster which allowed users to have early access to music and ever since, no matter the industry impacted by this phenomenon (whether it's music, music, books, or software), businesses are obliged to rethink their distribution strategies to minimize their losses (Aversa et al, 2019).

In this paper, the main focus will be on how the factors of Video on Demand (VOD) piracy affect these types of businesses to understand how to turn the situation around, helping these services to understand what to change to dilute people's tendency to engage in piracy behaviors.

This topic is of extreme importance because not only does it raises awareness of the enormous amount of money that it makes licensed and established businesses lose (in this case video streaming platforms), consequently having to let go of thousands of workers but to the impact, it has on the economy as a whole (Recording Industry Association of America, 2015).

Several studies have researched the motivation, behavior, attitudes, and intentions to engage in piracy but the explanatory variables always seem to have gaps in their results (Eisend, 2019).

Thus, this asks for a deep exploration of the factors that instigate these attitudes in the audiovisual industry, more precisely the video streaming platforms for companies to have a deeper understanding of their consumer and what motivates them to choose an illegal provider instead of the original platforms.

1.2 Research Problem

It has been studied by many scholars, the different factors that impact engagement in digital piracy, from the price of subscription video on demand (Kukla et al, 2021) to the various composers that influence attitude towards such behaviors (Al-Rafee & Cronan, 2006). It has also been stated that the audiovisual industry is an active victim of online piracy (Beirne, 2015). But there is limited research on the most important factors that lead people to engage in piracy instead of getting a monthly subscription on the VOD platforms that provide the content individuals wish to watch.

1.3 Research Purpose

This research will contribute to further academic research when evaluating the factors of VOD streaming services' digital piracy, taking into account all of the different issues that impact such behavior, thus allowing a better understanding of the reasons behind it and using the results to go deeper into the study of the relationship between the factors that impact VOD Piracy and the attitude towards it.

1.4 Research Questions

A – What are the antecedents of digital piracy factors that most impact Video On Demand streaming media?

B – What is the role of Attitude towards Video On Demand piracy?

2. LITERATURE REVIEW

2.1 Piracy and the cable TV Market

The market for audiovisual content is not what it used to be. Where once consumers relied on linear television provided by satellite or cable tv, now they are faced with the options of streaming services like Netflix, Amazon Prime, and HBO Max among other services (Budzinski et al, 2021) that give them the freedom to choose what they want to see and when they want to see it. "Following decades-long subscriber growth, cable TV is experiencing a perceptible decline in viewership as a result of escalating fees, outdated content search, and rigid program scheduling." This is what Chiang & Jhang-Li stated in their article *Competition through Exclusivity in Digital Content Distribution (2020)* also referring to the fact that due to this situation, consumers are looking for more flexible options elsewhere, which puts into play the online streaming services.

Piracy, being a type of criminal behavior found in every country and costing the world economy billions a year (Lowry et al, 2017), arises due to the industries' inability to keep up and answer to the consumers and it is the consequence markets face when their practices don't match what the public wants (Frosio, 2020). According to The International Federation of Phonographic Industry (IFPI, p. 4, 2012), at least one in four internet users has had access to music that was considered illegal. Most of those who engage in digital piracy defend their actions by claiming that the content they want to purchase is very expensive, that they are already paying for the internet connection as it is and, the fact that they are accessing pirated content isn't directly harming anyone (Yubero et al, 2017).

Piracy is not a new phenomenon even though we came to know and hear more about it in the digital era. For years, music in cassettes, movies, and software were still being pirated but it was much more difficult to engage in it and the quality wasn't as good as the original one which made the consumers eventually purchase the legitimate product and the piracy wouldn't harm the industries (Sudler, 2013).

In Tomáš Karger and Iveta Jansová's article for the "Economy and Society" Journal titled "The six faces of ignorance in online piracy: How not knowing shapes the practices of media consumption" they state that in 2008, Roman Lobato contended that piracy can be understood as theft, free-market enterprise, a case of free speech, a form of authorship, a force of resistance,

and a chance to access culture for the (globally) disadvantaged." (Karger & Jansová, p. 667, 2021)

It has been studied that young people don't view piracy as being a deviant and an illegal act, instead, it is normalized among these individuals' peers while the fact that it is mostly anonymous also contributes to the engagement in piracy (Brunton-Smith & McCarthy, 2016).

Digital piracy is defined by (Al-Rafee & Cronan, 2006) as "the illegal copying/downloading of copyrighted software and media files" (p. 237) and it englobes all types of content distribution, from software to music, books, movies, and streaming and satellite services. Media piracy has not been the same throughout the decades, it has changed in both organization and form (Spilker & Colbjørnsen, 2020). Some firms can create successful responses to the issue as is the case of Netflix and Spotify but for the most part, it is a problem difficult to understand (Aversa et al, 2019) to be able to react accordingly. According to Michael Strangelove in his book "Post-Tv", although television piracy is less talked about than movie or music piracy does not mean it is less widespread (Strangelove, 2018).

So far, the approach that is mainly used to explore digital piracy can be characterized as being of cognitive and consequentialist nature (Taylor et al, 2009). There are numerous studies on the topic of digital piracy that try to predict how it works by using different theories, the most common ones being deterrence theory (DT), neutralization theory (NT), self-control theory, social learning theory (SLT), the theory of planned behavior (TPB), and social cognitive theory (SCT) but the use of different constructs and studies make it more difficult for researchers and academics to find a common and unique answer to the problem that is piracy (Lowry et al, 2017).

2.2 Online Piracy

Online piracy has been around for many decades and it has impacted most parts of the world and several industries whose properties are mainly digital like the software, entertainment, and publishing industries (Petrescu et al, 2018). Quoting Dey et al "Online piracy is facilitated by torrent sites and cyberlockers who bring together consumers of pirated content and its suppliers." (Dey et al, p. 1173, 2018).

Most computers have at least one app that was illegally downloaded and around a quarter of the world's internet bandwidth is dedicated to piracy (Lowry et al, 2017).

Engaging in online piracy does not require complex skills. All the consumer needs is a computer and good internet and they are ready to obtain free digital goods they are supposed to be paying for (Petrescu et al, 2018). It is a serious issue for companies in different digital fields since it has a big impact on the innovation and development of said companies' content since the more successful they become, the most likely to suffer from online piracy they are (Choi & Perez, 2007).

Digital revolution has been the main engine to open the doors to online piracy since it allowed content owners to keep, copy and send large amounts of digital information as it was formatted originally but that also allows experience pirates to steal that content and distribute them illegally on the internet without even losing content quality (Sudler, 2013).

Approximately ten years after music piracy was already dominating the piracy scheme, movie piracy had arisen by people who would film the movies at the early theatre screenings and then upload them to the internet allowing people to access them and causing the motion picture industry to lose billions a year due to this phenomenon (Sudler, 2013).

2.2.1 Consequences of Digital Piracy

Digital Piracy is a problem that has been attacking multiple industries and businesses since the birth of the world wide web, bringing numerous consequences to those who need to protect themselves against it. It is a big threat to industries that produce digital services such as movies, software, music (Taylor et al, 2009), and more recently, e-books. In 2017 alone, the number of access to websites of illegal music downloads was around 73 billion globally (Lee et al, 2019) which is a very high number taking into account all the possible ways to legitimately access music today, whether is on Youtube, Spotify, or Apple Music.

According to Reardon et al, "Technological advances have helped consumers access digital material easier and at a lower cost, thus aiding in illicit digital piracy" which immensely impulsed the spread of digital piracy (Reardon et al, p. 510, 2019) Well, it is widely discussed the negative consequences of digital piracy but the reality is that the consequences that arise from this phenomenon can also be seen as benefits to the copyright holders (Hill, 2007). Among the negative consequences, one is the fact that engaging in piracy makes the action normal and ordinary in society not having into account that it is a criminal chargeable action (Gunter et al, 2010) and another is how it may lead to content creators to stop creating new things in the

targeted industries, for example, the software and music industries (Arli et al, 2017). Additionally, the entrance of pirated players into the market means that the demand curve becomes more elastic which is good for consumers but bad for business since pirated suppliers become an unfair competition (Hill, 2007). In the film industry, where millions are spent making a movie, the release of a pirated version of the movie on different websites during the first-weekend release where the box office revenue is so important or even before it officially premieres, managers see themselves spending millions to prevent their high-value content from being stolen and distributed in illegitimate digital channels (Ma et al, 2014). On the other hand, as stated by other scholars, digital piracy can accelerate product diffusion when launching by implementing minimal protection on the software while in the initial introduction stage (Prasad & Mahajan, 2003). This is beneficial since, quoting Herjanto et al "By providing a chance to copy, legitimate industry extends customers' product awareness and speeds up product diffusion." (Herjanto et al, p. 316, 2014).

2.3 Audiovisual Consumption

The consumption of Audiovisual content is always changing. Even though traditional television dominates the viewership of the older generation, online streaming services capture the younger ones when it comes to the way they consume the content (Budzinski et al, 2021). For example, studies point out the said competition between pay on-demand streaming services like Netflix and traditional television since the former allows the consumer to have more flexibility on what they want to watch and when they want to do it, whereas on traditional television that choice is limited (Tefertiller 2018, Budzinski & Lindstädt-Dreusicke 2020, Fudurić et al, 2019). The difference is that each of the different possibilities seems more attractive to different generations since, for example, the traditional TV option may seem more attractive to older generations who don't adapt as fast to what audiovisual streaming services offer ((Lindstädt Dreusicke & Budzinski, 2020).

Digitalization has played a big role in the new ways consumers can watch their favorite movies, tv-series and everything else. What once was more focused on the providers of the content now is more focused on the audience and what they consider the best way to enjoy their audiovisual content (Medina et al, 2019). Among the reasons why people choose to pay for OTT platforms, we can find the resolution, choice of viewing options, and recommendation systems (Kim et al, 2017). In the end, the main driver for people to choose OTT platforms over traditional television is the gratification found due to services addition and new additions, which

ultimately contributed to a better and enriched viewing experience when compared to traditional TV options (Medina et al, 2019). Supporting this idea, Herbert et al (2018) state that streaming services like Netflix, HBO, and others introduced a change to the viewing experience by not making people dependent on the schedule stated by the network, watching past episodes or seasons of a show and the ability to enjoy the content without being interrupted by commercials.

According to Herbert et al (p. 351, 2018) "'streaming' refers to a particular kind of media service that is increasingly mainstream in music, movies, and television".

In this study, the major focus will be on the audiovisual streaming services which englobe movies and television. The main providers of video streaming content are the pay-on-demand platforms like Netflix, Disney +, Hulu, and Amazon Prime which not only offer television content but also film (Herbert et al, 2018).

2.3.1 Video Streaming Platforms

Video streaming platforms are very popular nowadays and preferred over Broadcast television since people have more freedom to choose what they want to watch. And since that content is usually uploaded on their online platforms, it is easy to pirate and find them on illegal websites. Digitalization made pirated content very accessible to those on the demand side which boosted the sought for illegal sources (Godinho et al, 2018).

The emergence of OVD (Online Video Distributor) in the past seventeen years (Youtube in 2005, Netflix in 2007, and Hulu in 2008) has given consumers an alternative to how they want to consume video content (Lamare, 2018), whether it is movies, series or others. Its success became such that by 2012 Americans opted for spending on streaming and downloading movies instead of continuing to buy them through DVDs (Baran, 2018). Video streaming platforms were already on the rise in the past decade or so, but with the pandemic of covid-19 that happened in 2020, the viewership of people who adopted online streaming platforms skyrocketed (Changsong et al, 2021).

Video streaming platforms have brought many positive changes and features that affect how people consume the content for example flexibility, simplicity, and interactivity (Garrison, 2001). Furthermore, in the essay "Video Streaming in The Mainstream", Garrison states the following: "Changes in Internet technology are making possible the delivery of a richer mixture of media through data streaming" (p. 174). Followed by "Streaming media will enhance this interactive potential with the rich visual content often associated with television."

(Garrison, p. 174–175, 2001). Quoting Jo et al in their article in Telecommunication Policy "With the widespread use of high-speed Internet, the media industry is changing. In particular, video on demand (VOD) services allow consumers to watch the content they choose without limitations on time, space, or device, thereby serving to increase their access to content (Bury & Li, 2015, Van den Brock et al., 2007)." (Jo et al, p. 1, 2020).

Streaming platforms are a natural evolution of internet companies whose goal is not only to satisfy the audience viewing practices but also to be a big part of the entertainment and media industries by becoming a competitor of Broadcast television networks and the old guard of Hollywood (Burroughs, 2019).

Another point worth mentioning of why these online video streaming platforms are so successful nowadays is the fact that both the audience and the industry are adapting to new digital aesthetics that streaming delivers for example the possibility of consumers being able to binge-watch a show whenever and wherever which is something that cannot be accomplished through cable or broadcasting (Burroughs, 2019).

While for consumers these new streaming video platforms like Netflix, Amazon Prime, HBO, and Hulu (which are Subscription Video on Demand platforms) may simply represent more choices when it comes to digital content they can access, for the media industry they represent much more than the distribution of digital content. They also are a way to charge for the content they're distributing, communicate and acquire the consumers, finance and license the content, and create, categorize and do a consumption analysis of the content (Fagerjord & Kueng, 2019).

Streaming media distribution services are a relatively popular phenomenon. According to statistics taken from Grece and Statista by Fagerjord & Kueng, " by 128% annually (Grece, 2017). In the US, over half of all households subscribed to a paid streaming service as of April 2017, and Netflix had half of the country's households as its customers (Statista, 2017). In Scandinavia, penetration is equally high, with Norway in the lead, where 61% of households subscribed to paid streaming as of the end of 2016" (Fagerjord & Kueng, p. 169, 2019).

Streaming platforms make the audience want to subscribe because of their wide range of exclusive content while also making their life easier due to their simple method of usage (Fagerjord & Kueng, 2019).

The surge of streaming arose as a shorthand to serve consumption behaviors and new media patterns and streaming media also provides commonality among different industries, receiving the attention of being a convergence brought by digitalization (Herbert et al, 2019).

Although those video streaming services are very popular worldwide, it is important to mention how not every movie and tv show is the same in every country. This happens because to be profitable, the streaming services need to analyze the audience's preferences on a national level and provide content that will have a higher viewing outcome in the region in question while also having in mind the country's regulations (Lotz, 2020).

2.3.2 Access to Video On Demand platforms

Looking into the situation of how different video on demand platforms are conducted in different countries we shall analyze different ones. Starting with Europe we have the example of Germany where the rate of growth of Video on Demand consumption is rising and the target group of those who watch movies and series through VOD platforms like Netflix and Amazon Prime is 28% of the 98% of young people aged 14 to a 29-year old that use the internet to access these forms of entertainment (Mikos, 2016). Overall, to Germans, the most important thing in regards to VOD platforms is having up-to-date content and wide scope of offerings at a reasonably affordable price while something that must be changed in the future is the ability to have access to the original version of films and series in the entirety of the platform's portfolio and not only in selected individual ones (Mikos, 2016).

Now passing to the VOD situation in South America, there are five main countries that studies take into account when exploring their behaviors regarding VOD trends and regulations. Those would be Argentina, Colombia, Chile, Mexico, and Brazil. The emergence of VOD platforms in Latin America triggered a reaction from the traditional players who entered the segment in order not to lose their clients. Access to VOD platforms in Latin America depends largely on the broadband internet connection capable of supporting video playing on-demand and streaming (Rivero & Baladron, 2019). In the countries in question, the average penetration of fixed broadband service is 14% which is considered a percentage that is rapidly growing in terms of the area but it is a low number when compared to OECD countries where the penetration has an average of 30.4 subscriptions per 100 inhabitants (Rivero & Baladron, 2019).

Overall, countries with a higher GDP in Latin America have higher adoption of these VOD platforms (meaning that the conditions of pre-existing inequality play a big role in who has the access to video on demand audiovisual content) who aim to the region, have focused on acquiring spanish and portuguese content from local providers while also betting on new and original content in those languages (Rivero & Baladron, 2019). South Korea one of the countries with higher adoption of theater movie visitors in the world and also, differing from Latin American countries, has a highly digital connection infrastructure which allowed VOD services to skyrocket from 2010 (Kim & Kim, 2017). South Korea also has an interesting take since it is largely seen that the most watched and popular content on VOD services is K-dramas and films from the country as opposed to foreign content which can be explained by the national pride South Koreans feel or the enhanced quality of their movies (Kim & Kim, 2017).

2.4 Factors that influence deviant consumption behaviors

"Existing research indicates that the threat of sanctions and social learning constructs are associated with one's involvement in digital piracy" (Lee et al, p. 295, 2019). A consumer does not just decide to use and purchase illegal content even if they don't give piracy the same criminal importance as other kinds of minor crimes that arise of a bigger moral and legal importance to them (Lowry et al, 2017). Even though digital piracy is often perceived as being a victimless crime (Yu, 2013), this behavior can be explained by numerous factors and it is what this section is dedicated to. It is important to look into the social factors that drive piracy, since as mentioned above, existing research points out that individuals do not perceive piracy as a crime (Koklic et al, 2016). This behavior of not treating digital piracy as a felony and purchasing, even if in small amounts, the illegal products, when added by each individual together rounds up to a roughly 50 billion dollar loss to the legitimate industries a year (Hill, 2007). Furthermore, identifying the factors that influence digital piracy can significantly benefit businesses and digital media owners (Al-Rafee & Cronan, 2008).

2.4.1 Price Fairness Perception

The feelings and emotions a consumer has when assessing whether is it reasonable, acceptable, or justifiable regarding the price the seller sets on a product or service when compared to other alternatives are represented by that person's price perception. If said

consumer perceives a certain price as being unfair, it can lead to a negative relationship with the provider, causing complaints, abandonment, or even switching to the competition since price perception highly influences a consumer's decision when making a purchase (Ferguson, 2014).

Consumer satisfaction is positively correlated with the perception of price fairness given that the latter influences the former and for that reason studies have suggested that when the price has been regarded as reasonable, justified, and accepted, the level of customer satisfaction towards the provider is higher (Singh et al, 2021).

Although many people wish to access streaming platforms' content, the price is a factor that might influence their decision to opt for a pirated version of the content for free. If the price the individual is willing to pay matches the level and amount of content they want to watch, they are more likely to adhere whereas an individual who doesn't think the content available matches the price asked is more likely to engage in digital piracy (McKenzie et al, 2019).

For a lot of individuals the notion that a good's price is perceived as too high, may reduce the moral consciousness and guilt that comes with digital piracy (Kukla-Gryz et al., 2021). Still in the study of Kukla-Gryz et al. (2021) on price fairness and how it correlates with digital piracy, the main conclusion was that the purchase of unlicensed content is related to each individual's perception of fairness towards the price and not the actual price levels.

In the view of the consumer, there is a big correlation between the price and quality which can highly impact the decision on why to subscribe to a streaming VOD platform (McKenzie et al, 2019). Overall the willingness to pay for an SVOD subscription is high having account for the price since they are highly valued by consumers around the world (McKenzie et al, 2019). However, the subscription model of video on demand might suffer cancellations due to content changes, the anxiety of having a subscription, and price changes (Mulla, 2022).

H1: The price fairness perception regarding the subscription Video Streaming platforms has a negative impact on the attitude towards VOD piracy adoption

2.4.2 Easiness To Use

Pirating and accessing pirated SVOD content is not a hard task. People who engage in this sort of behavior don't need to have a high level of self-efficacy since it is very easy and convenient to access that content with only a few clicks on the internet, especially with the help of Search Engines like Google (Phau et al, 2016, Lowry et al, 2017).

Furthermore, it is important to state that the media consumption habits, tied to the current ambiguous legal sanctions on online digital content, is an important factor that contributes to the ignorance related to the consequences of engaging in digital piracy (Karger & Jansová, 2021). People who engage in digital piracy many times aren't aware of the legal sanctions and consequences that come with those actions. For that reason, likely, individuals would not engage in digital piracy if they were aware of the legal sanctions. Many organizations that fight piracy rely on communicating the consequences to try and raise awareness but it is yet to be known if this factor has a big impact on deterring digital piracy (Al-Rafee & Rouibah, 2010). Due to this lack of knowledge or simply the fact that individuals may think no one is being harmed when they pirate content and because it is easy to access and engage in the act of piracy, they will choose to do so (Phau et al, 2016).

H2: The easiness to access pirated content has a positive impact on the Attitude towards VOD piracy

2.4.3 Social Values

Social values can be referred to as different things such as the values of a community or even the norms and cultural values of a society but also as values for the public interest denominated altruistic that people apply in social situations since they can be influenced by the social system (Kenter et al, 2015).

Morality is a key player that impacts one's social behavior. In the day to day life, humans as social beings are expected to know how to communicate, behave and adapt to their surroundings and relationships but to do that successfully there is a set of moral values which serve as a guide for social living (Yudkin et al, 2021). Tying it together, it is stated that shared social values of individuals exist as an outcome of life as an active member of society which

contributes to shared meaning and the existence of a policy that works for said society, allowing people to live in harmony (Kenter et al, 2015).

In the 2019 paper written by Martin Eisend on digital piracy, he explains different perspectives when it comes to the factors that push people into participating in piracy. The first perspective deals with the individual's control and social influences, which states that the behaviors and attitudes a person engages in are mainly influenced by the social environment (the degree of acceptance of piracy behavior to people in the individual's close circle) and their ability to perceive control (as in to what extent they believe it is easy or not to download unlicensed content). Eisend goes on into explaining a second perspective, called the dilemma-solving perspective that deals with the individual's morality. The more moral consciousness the individual has, the less likely it is for them to engage in digital piracy, as morality creates justifications applied to the action of whether or not they should purchase unlicensed content. Additionally, the individuals who relate to others who do not respect and follow the law are more likely to have unlawful behaviors (such as engaging in piracy) than those who surround themselves with people that obey the laws (Lee et al, 2019).

Still, on this line of morality, we can link it to ethical judgment since they are closely related. Ethical judgment is defined by Reidenbach and Robin (p. 634, 1990) as "The degree to which a portrayal, event, or behavior is morally acceptable to the individual." Furthermore, ethical judgment goes hand in hand with attitude, since it entails the consumer's perception of good or bad and this will later weigh on the behavior and attitude when faced with an evaluation ((Moraes et al, 2019).

Thus we can look deeper into the factor attitude since it has a big impact on behavioral intention, so it is important to see what factors influence attitude. Al-Rafee & Cronan (2006) studied attitude as a dependent variable on the issue of digital piracy instead of an independent one to find which factors influence it. The results were the following:

Moral Judgement

This factor is oppositely related to engagement in digital piracy. The higher the morality of the individual towards what is considered good or bad, right or wrong, the lower the probability of engaging in digital piracy. Many studies have gotten to the conclusion that digital piracy and moral judgment have a strong connection, that meaning that the motivation and intention to

engage in digital piracy decreases when the individual has stronger moral beliefs (Phau et al, 2016).

Morality is tied up with criminal actions. It serves as a filter to view criminal actions as possibilities that are unrealistic and research supports that those who adhere to moral norms are less likely to engage in criminal behaviors (Choi & Yun, 2019). People with high morals tend to stick to the rules and laws. Thus, engaging less in digital piracy englobes video on demand streaming piracy.

H3: The level of morality has a negative impact on Attitude towards VOD piracy

Subjective Norms

Subjective norms are a very important factor when it comes to reasons why an individual may choose to engage in piracy behaviors. The thought is that when peers around the individual do it, they will also do it. Subjective norms have two main components (normative beliefs which according to (Ajzen, p. 441, 2012) are "a person's subjective probability that a particular normative referent...wants the person to perform a given behavior" and secondly, the motivation to do as the referent has said or suggested. Past studies have pointed out that subjective norms are a very influential factor that affects a person's attitude and consequently behaviors towards digital piracy (Casidy et al, 2016). The higher the significant others' favorable opinion towards the behavior of digital piracy, the most likely a person is to engage in it (Al-Rafee & Cronan, 2006). Subjective norms are strongly and positively associated with attitude towards piracy and perceived control of behavior (Olivero et al, 2019).

H4: Subjective Norms have a significant effect on Attitude/Intention towards the VOD piracy

Perceived importance

Al-Rafee and Cronan (2006), supported by Robin et al. (1996)'s theory that the perceived importance of an issue directly affects the judgment of an individual while remaining studies support that the characteristics of an issue impact ethical judgment, conclude the hypothesis that the higher the perceived importance of an issue the lower is the probability to use digital piracy. Supporting this statement in another way is the study of Sharif Nia et al (2020) on the intention to care for patients related to the importance given to a certain situation (In that case, pay satisfaction. It was found that the higher the importance of the issue (pay satisfaction)

higher was the intention). Attitude on the other hand is strongly considered an antecedent of intention (Ferreira et al, 2022).

H5: Attitude towards VOD Piracy positively impacts Intention towards VOD piracy

Apart from the factors already discussed, there is still one left to talk about and that is culture. (Hofstede et al., 2010) define culture as being the collective programming of the mind, which distinguishes the members of one group of people from others. Thus, culture can shape to an extent the behavior, beliefs, and norms (factors that have already been stated above.) of individuals and society (Hofstede, G. (2003). *Culture's consequences*. Sage.) which then may explain how the cultural traits can have a role on the reason why their inhabitants use digital piracy.

2.4.4 Cultural Traits

The unique and personal culture-based characteristics of an individual are reflected in the individual-level cultural traits (Hollebeek, 2018). Al-Rafee and Dashti reinforce in their developed model framework that relates the Theory of Planned Behavior with moral obligation using samples from the Middle East and the USA to prove that different cultures react differently to digital piracy (Al-Rafee & Dashti, 2012). Research on the factors that drive piracy that do not take into account the cultural context of the individuals may get misleading findings since the cross-cultural heterogeneity of effects is not acknowledged (Eisend, 2019). Someone that has dedicated his professional life to the study of culture and its impact on the individual's behavior is Geert Hofstede, whose cultural dimensions study tangibility paved the way for studies in various fields (Sent and Kroese, 2020). He was the first academic to immerse into the study of culture with an empirical model designed to measure and quantify cultural values (Sent and Kroese, 2020).

2.4.4.1 Hofstede's Cultural Dimensions

Various dimensions of human behavior are influenced by culture (Soares et al, 2007) and Hofstede's empirical model that can measure cultural values is presented in form of different cultural dimensions, and by linking them to the perspectives mentioned above, we can see how the influence of the factors of the digital piracy varies across cultures (Eisend, 2019) and which are more important in the countries of interest.

What distinguishes his framework from others is that each of his dimensions is assigned indexes of all nations, and linked them to aspects of society such as demography, politics, geography, and society, which makes it a useful tool to compare cross-cultural studies and develop a hypothesis (Soares et al, 2007).

According to Hofstede (2011), a dimension is “an aspect of a culture that can be measured relative to other cultures.” And the five main cultural dimensions that he studies in his 1980 book “Culture’s Consequences” are the ones that will be discussed in this section.

To explain a little bit of the background of his dimension studies, Hofstede (2011) states that there were correlations between the dimension scores and external data that were conceptually related. For example, the Power Distance scores correlated with a dimension of political system analysis made by Gregg and Banks (1965) and with an economic development study made by Adelman & Morris in 1967. Furthermore, quoting Hofstede (2011) "Uncertainty Avoidance correlated with a dimension from Lynn and Hampson's (1975) study of mental health; Individualism correlated strongly with national wealth (Gross National Product per capita) and Femininity with the percentage of national income spent on development aid."

Going into a bit more in detail on the different cultural dimensions and what they represent, we have:

Power Distance - All societies in the world experience the issue of inequality, some more than others. This dimension shows how members of society deal with and accept the level of inequality in their country, more specifically how the less powerful members of a certain organization or institution react to the power distribution within the group (Hofstede, 2011). In the Hofstede et al (2010) index of countries, the scores of the Power Distance dimension are high for East European, Latin, Asian and African countries and lower for Germanic and English-speaking Western countries.

Masculinity - Masculinity regards the values that dominate in a country. Countries with a high score of masculinity have competition, success, and achievement as their dominant values while a feminine society values the quality of life and caring for one another the most (Soares et al, 2007).

Long-Term Orientation - The Long Term Orientation dimension regards the orientation of future rewards and how to foster those virtues, like perseverance and thrift (Hofstede, 2001).

Uncertainty Avoidance - This dimension measures the reaction and level of comfort of members of a certain society regarding unexpected occurrences (Hofstede, 2011). It deals with the level of ambiguity and tolerance to certain situations thus it measures how high the need for rules that are well defined to put in order some behavior that may arise in such situations (Soares et al, 2007). Cultures that are defined as uncertainty avoidant has more defined laws and rules when faced with unstructured situations.

It is a strong factor of piracy that deals with the culture's ability to be open to risks and new things and experiences. According to Martin Eisend, Uncertainty Avoidance relates to habits and routines, so linking this to digital piracy, a person with strong habits, if they are used to engaging in piracy, will keep doing it as it is part of their routine, also, if they aren't used to doing it, then it is less likely they will start (Eisend, 2019).

Individualism - Individualism–collectivism concerns the relationships individuals have in each culture (Soares et al, 2007). It relates to the degree to which members of a society are integrated as a group thus meaning that in individualistic countries the bond between individuals is fragile (people care about themselves and their immediate family) whereas in collectivist countries even extended families are knit and part of a cohesive, tight and bonded group being protected and cared for by each member of the group (Hofstede, 2011). As scholars have studied and applied this dimension to TPB leads (given the information that this dimension allows to study how it affects an individual's predisposition related to the sensitivity of their beliefs and social factors concerning a certain culture.) they concluded that individualistic culture tends to have “stronger attitude–intention and weaker subjective norm–intention relationships”, whereas collectivistic cultures have a “weaker attitude–intention and stronger subjective norm–intention relationships” (Ianole-Calin et al, 2020). In other words, people with a high value of individualism are more autonomous when it comes to their attitudes and are encouraged to think for themselves and make their own decisions, while individuals with a lower score on individualism (high on collectivism) have a strong sense of belonging to a group, thus they follow the group's decisions instead of their own (Huang et al, 2019). According to Hofstede et al, (2010) index, developed western countries tend to be more individualist while in eastern and less developed countries, collectivism stands out.

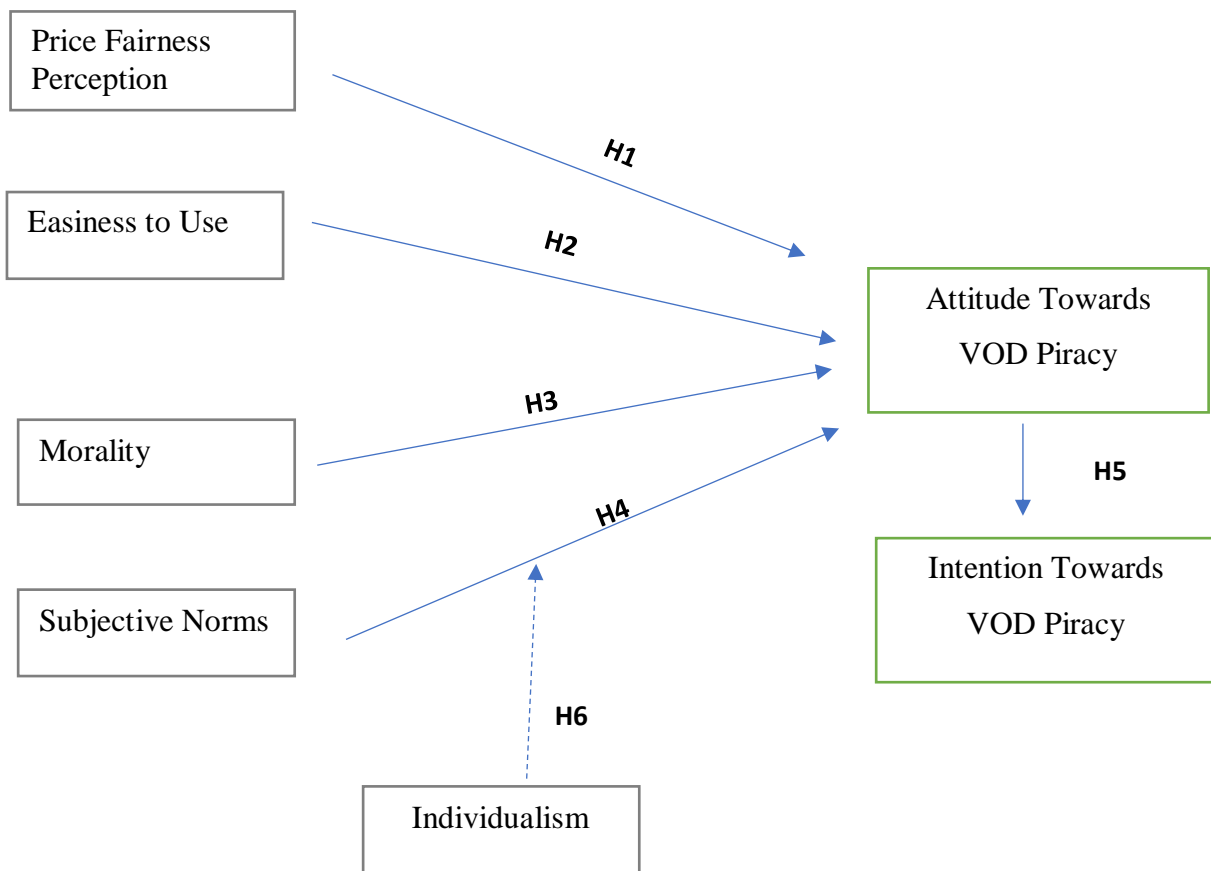
As stated in the past paragraph, individualism affects the level of subjective norms of an individual and considering that it had already been stated in a previous point how subjective norms impact the attitude towards VOD piracy means that out of all the previous dimensions,

Individualism is the most relevant for the study in question. That being said, the following hypothesis is drawn:

H6a: Individualism moderates the effects of subjective norms on Attitude towards VOD Piracy.

H6b: Individualism moderates the effects of subjective norms on Intention towards VOD piracy.

3. CONCEPTUAL FRAMEWORK



Independent Variables

- Morality
- Easiness to Use
- Price Fairness Perception
- Subjective Norms

Dependent Variables

- Attitude towards VOD Piracy
- Intention towards VOD Piracy

Moderator Variable

- Individualism

Control Variables

- Age
- Gender

4. METHODOLOGY

For this study, it will be used secondary sources to provide and support background information on the topics of digital piracy within the audiovisual industry and to support conclusions. Furthermore, it will also be used quantitative research to test the hypothesis drawn from the survey.

Explains the cause and effect between Video on Demand streaming services demand catalog availability and digital piracy by using quantitative data drawn from a survey, using secondary data to support or contradict the results.

Questionnaire items were adapted from previously recognized authors with validated studies in the area of price fairness and digital piracy factors.

Table 1: Questionnaire items (1/3)

Construct	Author	Original items	Adapted Items	Adapted Items in Portuguese
Price Fairness Perception	Singh et al (2021)	Opinion on price fairness (using Likert scale 1 to 5). 1- The food price charged by fast food restaurants is reasonable 2- The prices in fast food restaurants seem appropriate for what I get 3- Overall, fast food restaurants provide superior prices compared to other food service providers.	Opinions on price fairness (using Likert scale 1 to 7) 1. The price charged for subscribing to these platforms is reasonable. 2. The price of the subscriptions seems appropriate for what I get. 3. In general, these platforms offer higher prices than other alternatives. 4. In general, these platforms are fairly priced.	1. O preço cobrado pela subscrição destas plataformas é razoável. 2. O preço das subscrições parece-me apropriado para o que eu recebo. 3. Em geral, estas plataformas oferecem preços superiores a outras alternativas. 4. Em geral, estas plataformas tem um preço justo.
Subjective Norms	Phau et al, 2016	(Likert Scale 1 to 7) Social factors Social factor 1. My family encourages me to download movies for free from the internet. Social factor 2. My colleagues encourage me to download movies for free from the internet. Social factor 3. My friends encourage me to download movies for free from the internet.	(Likert Scale 1 a 7) 1. My family encourages me to watch content on VOD platforms without paying for a subscription. 2. My colleagues encourage me to watch content from VOD platforms without paying for a subscription. 3. My friends encourage me to watch content from VOD platforms without paying for a subscription.	(Escala Likert 1 to 7) 1. A minha família encoraja-me a assistir ao conteúdo das plataformas VOD sem pagar pela subscrição. 2. Os meus colegas encorajam-me a assistir ao conteúdo das plataformas VOD sem pagar pela subscrição. 3. Os meus amigos encorajam-me a assistir ao conteúdo das plataformas VOD sem pagar pela subscrição.
Attitude	Phau et al (2016)	Attitude towards illegally downloading movies Attitude 1. Downloading movies for free from the internet is a wise idea. Attitude 2. Downloading movies for free from the internet would be pleasant. Attitude 3. Downloading movies for free from the internet is a good idea. Attitude 4. I don't like the idea of downloading movies for free from the internet (reversed score).	1. Watching content from VOD platforms without paying for the subscription is a wise idea. 2. Watching content from VOD platforms without paying for the subscription would be nice. 3. Watching content from VOD platforms without paying for the subscription is a good idea. 4. I don't like the idea of watching content from VOD platforms without paying for the subscription.	1. Assistir a conteúdos de plataformas VOD sem pagar pela subscrição é uma ideia sábia. 2. Assistir a conteúdos de plataformas VOD sem pagar pela subscrição seria agradável. 3. Assistir a conteúdos de plataformas VOD sem pagar pela subscrição é uma boa ideia. 4. Não gosto da ideia de assistir conteúdos de plataformas VOD sem pagar pela subscrição.

Table 2: Questionnaire items (2/3)

Construct	Author	Original items	Adapted Items	Adapted Items in Portuguese
Morality	Al-Rafee & Dashti (2012)	<p>The following set of questions is related to the morality of digital piracy (Likert scale of 1 to 7):</p> <p>1. I would not feel guilty if I pirated digital material Strongly agree to Strongly disagree</p> <p>2. Digital piracy goes against my principals Strongly agree to Strongly disagree</p> <p>3. It would be morally wrong to pirate digital material Strongly agree to strongly disagree</p>	<p>1. I would not feel guilty if I watched VOD content without paying for the subscription.</p> <p>2. Watching content from VOD platforms without paying for the subscription goes against my principles.</p> <p>3. It would be morally wrong to watch content from VOD platforms without paying for the subscription.</p>	<p>1. Eu não me sentiria culpado se assistisse conteúdo VOD sem pagar pela subscrição.</p> <p>2. Assistir ao conteúdo de plataformas VOD sem pagar pela subscrição vai contra os meus princípios.</p> <p>3. Seria moralmente errado assistir conteúdos de plataformas VOD sem pagar pela subscrição.</p>
Individualism	Huang et al, (2019)	<p>Measured on a 7 point Likert scale from strongly agree to strongly disagree:</p> <p>1. Individuals should sacrifice their self-interest for the interest of the groups they belong to.</p> <p>2. Individuals should stick with the group even when facing difficulties.</p> <p>3. Group interest/welfare is more important than individual interest.</p> <p>4. Group success is more important than individual success.</p> <p>5. Being accepted as a member of a group is more important than having autonomy and independence.</p>	<p>Measured on a 7 point Likert scale from strongly agree to strongly disagree:</p> <p>1. Individuals should sacrifice their self-interest for the interest of the groups they belong to.</p> <p>2. Individuals should stick with the group even when facing difficulties.</p> <p>3. Group interest/welfare is more important than individual interest.</p> <p>4. Group success is more important than individual success.</p> <p>5. Being accepted as a member of a group is more important than having autonomy and independence.</p>	<p>Medido numa escala de 7 pontos da Likert, de concordar fortemente em discordar fortemente:</p> <p>1. Os indivíduos devem sacrificar o seu próprio interesse pelo interesse dos grupos a que pertencem.</p> <p>2. Os indivíduos devem permanecer com o grupo mesmo quando enfrentam dificuldades.</p> <p>3. O interesse do bem-estar do grupo é mais importante do que o interesse individual.</p> <p>4. O sucesso do grupo é mais importante do que o sucesso individual.</p> <p>5. Ser aceite como membro de um grupo é mais importante do que ter autonomia e independência.</p>

Table 3: Questionnaire items (3/3)

Construct	Author	Original items	Adapted Items	Adapted Items in Portuguese
Easiness to Use	Phau et al, (2016)	<p>Self-efficacy (measured in a 1 to 7 Likert Scale)</p> <p>Self-efficacy 1. It is easy to access movies that can be downloaded for free from the internet.</p> <p>Self-efficacy 2. It is easy to install the software to download movies for free from the internet.</p> <p>Self-efficacy 3. It is easy to use the software to download movies for free from the internet.</p> <p>Self-efficacy 4. It is easy to download movies for free from the internet</p>	<p>Self-efficacy (measured in a 1 to 7 Likert Scale)</p> <p>1. It is easy to access the content of VOD platforms without paying for a subscription.</p> <p>2. It is easy to use websites that allow you to watch content from VOD platforms without paying for a subscription.</p> <p>3. It is easy to watch content from VOD platforms without paying for a subscription.</p>	<p>Auto-eficácia</p> <p>(medido numa escala Likert de 1 a 7)</p> <p>1. É fácil aceder ao conteúdo das plataformas VOD sem pagar pela subscrição.</p> <p>2. É fácil utilizar os sites que permitem assistir ao conteúdo das plataformas VOD sem pagar pela subscrição.</p> <p>3. É fácil assistir ao conteúdo das plataformas VOD sem pagar pela subscrição.</p>
Intention	Phau et al, 2016	<p>Intention to download movies illegally</p> <p>Intention 1. I intend to download movies for free from the internet in the future.</p> <p>Intention 2. All things considered, I will likely download movies for free from the internet in the future.</p> <p>Intention 3. All things considered, I expect to download movies for free from the internet in the future.</p> <p>Intention 4. I will download movies for free from the internet in the future</p>	<p>Intention</p> <p>1. I intend to watch content from VOD platforms without paying for the subscription.</p> <p>2. All things considered, I am likely to watch content from VOD platforms without paying for the subscription in the future</p> <p>3. All things considered, I expect to watch content from VOD platforms without paying for the subscription in the future.</p> <p>4. I will watch content from VOD platforms without paying for the subscription in the future.</p>	<p>Intenção</p> <p>1. Pretendo assistir a conteúdos de plataformas VOD sem pagar pela subscrição.</p> <p>2. Tudo considerado, é provável que eu assista conteúdos de plataformas VOD sem pagar pela subscrição, no futuro</p> <p>3. Tudo considerado, espero assistir a conteúdos de plataformas VOD sem pagar pela subscrição, no futuro.</p> <p>4. Irei assistir a conteúdos de plataformas VOD sem pagar pela subscrição, no futuro.</p>

5. RESULTS

In this section, it is discussed all the important findings of the study and interpreted the results starting by examining the sample. The research object of this study focuses on people (Mostly Cape Verdean) who are familiarized with Video On Demand platforms. In this study, a convenience sample was used and the link to the online questionnaire was published on Facebook and Instagram and sending it directly to people asking them to fill it out.

It registered a total of 332 responses with 275 valid responses which yield an effective response rate of 82,3%. Among these valid questionnaires, 58,5% were identified as female, 40,4% as male, and 1,1% as other. When it comes to age, the highest percentage (32%) was from people aged between 25 and 34 years old. Most of the subjects own a Bachelor's degree (48%), work in the Business Field (33,3%), and from all the Video on Demand platforms, only own Netflix (34%) (Not being subscribed to any platforms comes in second place with 13%). The subject sample of this study was people from Portugal (10%) and Cape Verde (90%).

Table 4: Demographics

N = 275	Demographic	%
Gender	Female	58,5
	Male	40,4
	Other	1,1
Age	18 – 24	20
	25 – 34	32
	35 – 44	18,5
	45 – 55	15,5
	> 55	14
Education	High School	8,7
	Bachelor's Degree	48
	Master's Degree	36
	Doctorate Degree	3,3
	Other	4
Professional Area	Student	15
	Administration, Business, and Services	33,3
	Art and Design	4,4
	Biological and Earth Sciences	1,8
	Communication and Information	
	Engineering and Manufacturing	9,2
	Health and Wellness	
	Systems Analysis and Development	10,3
	Social Sciences and Humanities	
		10
		3,3
	12,7	

5.1 Scale reliability

Since most of the items used in the questionnaire were adapted from previous studies, it was important to check how reliable the scales were, and to do such a test it was used Cronbach's Alpha and the results are stated in the table below. All scales reported an Alpha higher than 0.7, with the lowest being Individualism (0,777) and the highest Attitude/Intention (0,914). With all scales having an alpha > 0,7 it is safe to say that the scales are reliable and there is a good correlation between the items of each construct. Some items from the constructs of Price Fairness Perception, Attitude/Intention, and Morality were deleted as explained below in the PCA.

Table 5- Scale Reliability

Scale	Number of items	Cronbach's Alpha
Price Fairness Perception	3	0,873
Easiness to Use	3	0,913
Subjective Norms	3	0,833
Individualism	5	0,777
Morality	2	0,829
Attitude/Intention	6	0,914

5.2 Descriptive statistics

The following table presents the Descriptive Statistics of the number of participants in the questionnaire in question.

Table 6: Descriptive Statistics

Scale	N	M	SD
Price Fairness Perception	275	4,6545	1,30157
Easiness to Use	275	3,9976	1,79076
Subjective Norms	275	3,3212	1,69246
Individualism	275	3,5011	1,34635
Morality	275	3,7188	1,60649
Attitude	275	4,2436	1,51610
Intention	275	3,9827	1,78124

5.3 Principal Component Analysis

To conduct a Principal Component Analysis and see how many significant components there are in the midst of 22 items since from the first round of PCA analysis four items had to be eliminated since they did not fall in the right dimension (those items were: Não gosto da ideia de assistir conteúdos de plataformas VOD sem pagar pela subscrição; Eu não me sentiria culpado se assistisse conteúdo VOD sem pagar pela subscrição; Em geral, estas plataformas oferecem preços superiores a outras alternativas; Assistir a conteúdos de plataformas VOD sem pagar pela subscrição é uma boa ideia.). First, it was checked if the criteria that allow the PCA to be conducted was met. The KMO was 0,813 which is higher than 0,7 and the Barlett's test significance was 0,000% which matches the criteria of it having to be lower than 5%. With both of these criteria on check, the PCA was conducted, and through the results, it was concluded that there are 6 significant components worth of extraction with a total cumulative percentage of 73,31% of cumulative significance. The first component has high values (>0,5) of Attitude and Intention items which shows that this component measures how the higher the attitude towards piracy, the higher the intention which means that these variable items correlate with one another. The second component measures the variable of Individualism, the third measures how easy it is to use and access pirated sites (Easiness to Use), and the fourth component regards the Price Fairness Perception of individuals towards the VOD platform prices. Finally, the fifth component measures the Subjective Norms of how influenced other people in each individual's close circle regarding the use of illegal sites and the sixth component measures the level of individual's Morality in regard to the sites. In sum, each variable used in this study is measured by a principal component with every item falling in the right category and it is important to note that due to the results of PCA where Attitude and Intention fell on the same category causing them to be put together, hypothesis 5 was revised and taken out considering it being an only attitude towards VOD Piracy and hypothesis 6 was turned into one (regarding Attitude instead of branching into Attitude and Intention).

Table 7: Significance Test

.KMO	0,813
Bartlett's Test Sig.	0,000
Number of significant Components	6

Table 8: Rotated Matrix

ROTATED COMPONENT MATRIX

	1	2	3	4	5	6
Tudo considerado, é provável que eu assista conteúdos de plataformas VOD sem pagar pela subscrição, no futuro	0,877	0,052	0,137	-0,074	0,185	-0,053
Tudo considerado, espero assistir a conteúdos de plataformas VOD sem pagar pela subscrição, no futuro.	0,872	0,033	0,063	-0,056	0,163	-0,031
Irei assistir a conteúdos de plataformas VOD sem pagar pela subscrição, no futuro.	0,849	0,054	0,154	-0,087	0,203	-0,056
Pretendo assistir a conteúdos de plataformas VOD sem pagar pela subscrição.	0,817	0,05	0,138	-0,094	0,226	-0,105
Assistir a conteúdos de plataformas VOD sem pagar pela subscrição seria agradável.	0,691	-0,055	0,177	0,15	0,02	-0,183
Assistir a conteúdos de plataformas VOD sem pagar pela subscrição é uma ideia sábia.	0,688	0,108	0,109	0,052	0,157	-0,228
O interesse/ bem-estar do grupo é mais importante do que o interesse individual.	-0,06	0,87	-0,047	-0,016	0,047	-0,104
O sucesso do grupo é mais importante do que o sucesso individual.	-0,105	0,854	-0,074	0,083	0,063	-0,105
Ser aceite como membro de um grupo é mais importante do que ter autonomia e independência.	0,119	0,668	-0,13	0,009	0,221	0,143
Os indivíduos devem sacrificar o seu próprio interesse pelo interesse dos grupos a que pertencem.	0,083	0,629	0,147	0,08	-0,059	0,237
Os indivíduos devem permanecer com o grupo mesmo quando enfrentam dificuldades.	0,155	0,546	0,118	0,101	-0,015	0,153
É fácil aceder ao conteúdo das plataformas VOD sem pagar pela subscrição.	0,13	-0,02	0,876	0,077	0,156	-0,133
É fácil utilizar os sites que permitem assistir ao conteúdo das plataformas VOD sem pagar pela subscrição.	0,224	0,015	0,874	0,028	0,206	0,032
É fácil assistir ao conteúdo das plataformas VOD sem pagar pela subscrição.	0,249	0,025	0,855	0,001	0,242	-0,051
O preço cobrado pela subscrição destas plataformas é razoável.	-0,016	0,085	0,057	0,901	0,049	0,049
Em geral, estas plataformas tem um preço justo.	-0,015	0,02	-0,014	0,889	0,003	0,107
O preço das subscrições parece-me apropriado para o que eu recebo.	-0,046	0,12	0,054	0,857	0,108	0,064
Os meus colegas encorajam-me a assistir ao conteúdo das plataformas VOD sem pagar pela subscrição.	0,265	0,04	0,214	0,098	0,85	-0,023
Os meus amigos encorajam-me a assistir ao conteúdo das plataformas VOD sem pagar pela subscrição.	0,28	0,005	0,324	0,023	0,782	-0,046
A minha família encoraja-me a assistir ao conteúdo das plataformas VOD sem pagar pela subscrição.	0,263	0,178	0,141	0,078	0,683	0,061
Seria moralmente errado assistir conteúdos de plataformas VOD sem pagar pela subscrição.	-0,245	0,101	-0,009	0,099	0,044	0,863
Assistir ao conteúdo de plataformas VOD sem pagar pela subscrição vai contra os meus princípios.	-0,266	0,156	-0,151	0,148	-0,037	0,828

5.4 Hypothesis analysis and Discussion

For the hypothesis testing, it was used a multi-linear regression to study the effects of the different independent variables on the dependent variable Attitude, and Pearson's Bivariate Correlation to study the correlations between variables. Below, the revised hypothesis after analysis are:

H1 Revised: The Video Streaming platforms' subscription Price Fairness Perception impacts the Attitude/Intention towards VOD piracy adoption.

According to scholars, the price levels consumers have to pay have an impact on whether they purchase or not a product (Ferguson, 2014), and when such is high, is less likely that subjects would feel guilty about approaching other (illegal) ways to watch their content (Kukla-Gryz, 2021). In Kukla-Gryz et al's study, it is stated that the act of purchasing unlicensed content is correlated with the price fairness perception of each instead of the actual price levels of the product in question.

Using multi linear regression to study how to price fairness perception of individuals affects the attitude towards VOD piracy adoption it was found that the significance value of the regression is 0,426 and for the variable to have a real impact on the dependent variable this significance would have to be of $< 0,05$. According to the results, the hypothesis that Price Fairness Perception impacts the attitude towards VOD piracy is rejected.

H2 Revised: The Easiness to access pirated content positively impacts the Attitude/Intention towards VOD piracy

In the literature review above, Easiness to Use and access pirated sites is said to have a great impact on why individuals might resort to such possibilities instead of paying for the subscription of the platforms from which they want to see the content. According to Phau et al, 2016, due to the reason that they think no one is being sanctioned because of their actions when accessing such websites, they will choose to do so. And this statement is supported by the results found in this study. Using attitude as a dependent variable and easiness to use as the independent one, the regression significance score is 0,007 ($< 5\%$) and the Pearson Bivariate Correlation value is 0,405 meaning that they positively correlate which makes the above hypothesis accepted.

H3 Revised: The level of Morality has a negative impact on Attitude/Intention towards engagement in VOD piracy

Having found a regression significance level of 0,000 between these two constructs and a Pearson Bivariate Correlation of -0,377, the above hypothesis that stated that the level of morality correlates negatively with the attitude and intention towards VOD is accepted, thus supporting the authors in the literature review like Phau et al, 2016 and Choi & Yun, 2019 when said that these two dimensions are negatively correlated.

H4 Revised: Subjective Norms have a significant effect on Attitude/Intention towards the VOD piracy

In the Literature review above, Scholars present the reasoning that the people who are part of an individual’s close circle have an impact on if and how they behave or intend differently towards digital piracy. That the higher the level of subjective norms, the higher their attitude could be towards the same (Al Rafee & Cronan, 2006). Also, the level of individualism of the society where the individuals are inserted can moderate these subjective norms that impact the intention and attitude towards piracy (Ianole-Calin et al, 2020). Linear regression and Pearson Bivariate Correlation were run to see if the hypothesis is supported or not. The correlation was 0,508 and the regression had a significance of 0,000, meaning that the higher the subjective norms the higher the attitude and intention towards VOD Piracy. The hypothesis is accepted.

Table 9: Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,467	,354		9,801	,000
	SubjectiveNorms	,387	,053	,407	7,327	,000
	Morality1	-,255	,042	-,301	-6,018	,000
	Price	-,049	,061	-,040	-,798	,426
	EasinessToUse	,136	,050	,152	2,713	,007

a. Dependent Variable: AttitudeIntention

Table 10: Correlations Analysis

		Correlations			
		EasinessToUse	SubjectiveNorms	AttitudeIntention	Morality1
EasinessToUse	Pearson Correlation	1	,502**	,405**	-,175**
	Sig. (2-tailed)		,000	,000	,004
	N	275	275	275	275
SubjectiveNorms	Pearson Correlation	,502**	1	,508**	-,100
	Sig. (2-tailed)	,000		,000	,099
	N	275	275	275	275
AttitudeIntention	Pearson Correlation	,405**	,508**	1	-,377**
	Sig. (2-tailed)	,000	,000		,000
	N	275	275	275	275
Morality1	Pearson Correlation	-,175**	-,100	-,377**	1
	Sig. (2-tailed)	,004	,099	,000	
	N	275	275	275	275

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

H5 is excluded from the analysis.

As explained at the beginning of the results section, when conducting the PCA analysis both constructs fell into the same category and for that reason, they were merged into one, only used as attitude now with 7 items instead of 4.

H6 Revised: Individualism moderates the effects of Subjective Norms on Attitude/Intention towards VOD piracy.

Using Process Macro it was possible to investigate whether in this case individualism could be a moderator of Subjective Norms and consequently how the relationship between the two affects Attitude/Intention. It was attributed number 1 to the interval of responses on the individualism section of the questionnaire that varied between 0 and 3,9 and 2 to the interval of 4 to 7 to be able to find the effect these values have on Subjective Norms. X variable would be Subjective Norms, Y variable would be Attitude/Intention which is the one impacted by X and the moderator variable of Individualism would be W.

Overall model: $F(3, 271) = 34.03$, $p < .001$, $R^2 = .27$

Predictors:

Subjective Norms: $b = .155$, $t(271) = 1.044$, $p = .3$ – there is no direct relationship with Attitude/Intention in this case.

Individualism: $b = -.9$, $t(271) = -2.3$, $p = .02$ – significant, for every 1 unit increase in individualism, we get a 0,9 decrease in Attitude/Intention.

For low individualism values (1) and Subjective Norms: $b = .396$, $t(271) = 6.36$, $p = .000$ – For low values of individualism, one unit of Subjective Norms has a 0,396 effect on Attitude/Intention.

For high individualism values (2) and Subjective Norms: $b = .637$, $t(271) = 7.83$, $p = .000$ – For high values of individualism, one unit of Subjective Norms has a 0,637 effect on Attitude/Intention.

As the results show, the interaction between Individualism and Subjective Norms is significant and through the graph below, it is possible to see how this interaction affects Attitude/Intention at different levels of Individualism. Thus, the hypothesis presented is accepted.

Table 11: Moderation Analysis

```

Model : 1
Y : Attitu_1
X : Subjecti
W : Individu

Sample
Size: 275

*****
OUTCOME VARIABLE:
Attitu_1

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,5231  ,2736  1,8987  34,0313  3,0000  271,0000  ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  3,6571  ,5510  6,6377  ,0000  2,5724  4,7418
Subjecti  ,1553  ,1488  1,0436  ,2976  -,1377  ,4483
Individu  -,9002  ,3909  -2,3029  ,0220  -1,6698  -,1306
Int_1     ,2409  ,1025  2,3501  ,0195  ,0391  ,4427

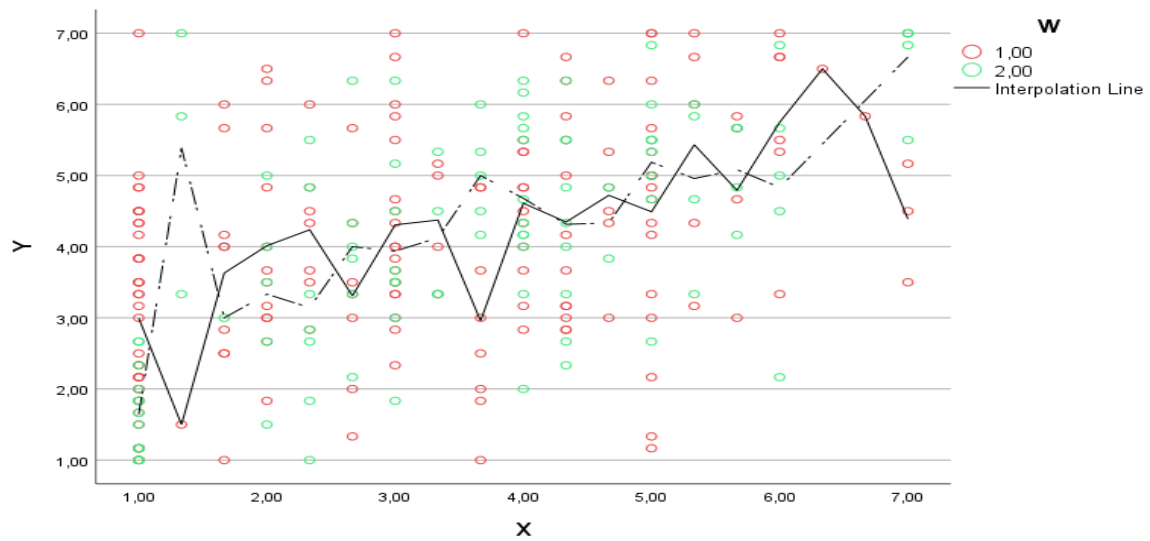
Product terms key:
Int_1 : Subjecti x Individu

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W  ,0148  5,5232  1,0000  271,0000  ,0195
-----
Focal predict: Subjecti (X)
Mod var: Individu (W)

Conditional effects of the focal predictor at values of the moderator(s):
      Individu      Effect      se      t      p      LLCI      ULCI
1,0000  ,3962  ,0623  6,3603  ,0000  ,2736  ,5189
2,0000  ,6372  ,0814  7,8265  ,0000  ,4769  ,7974

```

1: Moderation Analysis Interaction



Y: Attitude/Intention

X: Subjective Norms

W: Individualism

Table 12- Summary of Hypothesis

H1 Revised: The Video Streaming platforms' subscription Price Fairness Perception impacts the Attitude/Intention towards VOD piracy adoption.	Rejected
H2 Revised: The Easiness to access pirated content positively impacts the Attitude/Intention towards VOD piracy	Accepted
H3 Revised: The level of Morality has a negative impact on Attitude/Intention towards engagement in VOD piracy	Accepted
H4 Revised: Subjective Norms have a significant effect on Attitude/Intention towards the VOD piracy	Accepted
H5	Excluded
H6 Revised: Individualism moderates the effects of Subjective Norms on Attitude/Intention towards VOD piracy.	Accepted

6. CONCLUSION

6.1 Theoretical Implications

There are a lot of studies and articles covering the issue of digital piracy but with this study, the aim was to go deeper and focus on a specific industry so it could be discovered what makes people use pirated sites with all their dangers and flaws instead of using legitimate platforms.

This thesis research aimed to answer two important questions: “What are the antecedents of digital piracy factors mostly impact among Video On Demand streaming media?” and “What is the role of Attitude towards Video On Demand piracy?” From the literature review, it was learned that the most important factors were Price Fairness Perception, Easiness of Use, Subjective Norms, and Morality. The results obtained from a questionnaire with 275 valid responses from people of countries who speak Portuguese, using linear regression to analyze the relationship with attitude show us that from the factors found while doing the literature review, three of them (Subjective norms, Easiness to use and Morality) have a direct impact on attitude towards VOD Piracy, with morality having a negative relation to attitude and the other two having a positive relation in regards to the same while the results show that the factor “Price fairness perception” is not a relevant factor to this particular study and that individualism is a moderator for subjective norms. Overall, this means that people who choose to act towards using illegal websites to watch content from Video on Demand streaming platforms do so since it is easy to use, people around them also do it, and also when they are lacking a certain level of morality.

The findings of this study, for the most part, supported the studies of previous scholars on the topic of digital piracy factors and their relationship to attitude except for Price Fairness Perception which was found to have no significant impact in the attitude towards VOD Piracy. It supported authors who said that social values are a big part of how individuals make their decisions and how it is affected by the opinions of one’s close circle who often share the same ideals and morals (Al-Rafee & Cronan, 2006, Kenter et al, 2015, Moraes et al, 2019). It also added and reinforced authors like Eisend and Soares et al on the fact that individualism is a subtle but very powerful moderator of subjective norms in terms of their impact on attitude towards VOD piracy. The findings also heavily support the literature of Phau et al and Lowry et al on Easiness to Use by showing that it is a factor of VOD Piracy and impacts the attitude towards it. Contrary to what authors like Kukla-Gryz et al (2021) and Ferguson (2014) who defend that price fairness perception plays a significant role in why people might choose to

watch their content elsewhere without paying instead of subscribing to VOD services, the results show that it is not the case since it was found not to be a significant factor to why individuals might have that attitude. Ferreira et al (2022) had said that attitude is an antecedent of intention but the findings of this study go a step further and add that attitude and intention are so correlated that they fall in the same dimension and had to be considered as one. These findings bring something new to the academic world in the way that there were no previous studies that centered on what are the antecedents of digital piracy factors that specifically impact the Video Demand streaming services industry and what role attitude plays in it to use that knowledge to act on consumer's behavior accordingly.

The methodologies used to analyze the results of the questionnaire were fairly intuitive to understand and use, even Process Macro, which is an extension of the SPSS Program that I had never used before writing this thesis.

6.2 Managerial Implications

This research proves that several factors impact how a prospective client or an already client might act towards the subscription of video on demand platforms, opting for a source where they do not pay even knowing that it is not correct or sometimes safe. So these results are an eye opener to the managerial and marketing teams of these big streaming companies that there is a need to focus on the factors that take the client away from them and turn it around in their favor.

Seeing that price is not the main issue they should focus on making their websites and apps more attractive and hands-on easier to use to attract the people who would otherwise resort to other sources to watch the same content and through their marketing when promoting the new shows finding effective ways to appeal to the consumer's ideals and consciousness that would make them think twice before using an unauthorized source and avoid recommending the same to others. Since higher morality leads to less engagement in piracy and what an individual's close circle (Subjective Norms) who usually have the same ideals impact positively the same issue, companies like Netflix, HBO, Amazon Prime, and others could partner with causes that are dear to their viewers or add features that can't be copied to an unauthorized for an extra fee since the price is not one of the reasons why they lose viewers to the competition. Thus, these companies must know their target very well so they can effectively attract them.

Also, they should take into account the type of society they are pitching these new features and ideas to since we have seen from the results that individualism (collectivist societies and individualist societies) moderates the subjective norms which consequently impacts the attitude towards the engagement in VOD Piracy.

6.3 Limitations and Future Research

Although this study makes an important contribution to identifying the antecedents of digital piracy factors that mostly impact Video On Demand streaming media and attitude's role in VOD Piracy, it has several limitations.

First, it is learned which are some of the factors that impact VOD Piracy but the probability of there being others not studied in this paper is possible as this dissertation wasn't leaned it too deep into the factors that might not correlate with attitude but are very important to the issue of VOD Piracy which, as said previously, it's a fairly new area of investigation. Another limitation of the findings of this study is that the subjects of the survey were mainly focused on individuals from Cape Verde and Portugal. For that reason, it cannot be implied that these results are general and be applied to everyone across the world. People from different countries and cultures may have different opinions when it comes to VOD Piracy, thus results may vary accordingly.

Future Research could take into consideration these results to study more about the attitude, intention, and preferences of viewers and how it correlates to VOD Piracy to gain more insight into the marketing tools to use in their promotions. Applying a deeper and more complete version of this study to subjects from different countries might also help understand what drives different people with different points of view and cultures towards the issue. Furthermore, future research can take into account and look for other moderators that might have a significant impact on the factors that impact the attitude towards VOD Piracy since this study has shown how different levels of individualism moderates the impact of subjective norms on the attitude towards VOD Piracy.

Finally, it is needed to study in depth all the features that an illegal website has (considering their weak and strong points), which is lacking in the literature, to better understand user's motives to use them, feelings, and frustrations while using the websites to better learn how to approach the situation and diminish the use of said sources, consequently gaining more loyal subscribers.

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APPENDIX

A – Sample Survey

PORTUGUESE VERSION

Plataformas de Video on Demand



Olá, o meu nome é Lara Barros e este questionário faz parte da minha Tese de Mestrado em Marketing no ISCTE.

O questionário é completamente anónimo e tem uma duração de mais ou menos 5 minutos.

Qualquer dúvida ou questão por favor contacte o seguinte e-mail:

lebsa@iscte-iul.pt

Obrigada pela atenção,

Lara Barros

Está familiarizado com plataformas de Video on Demand como Netflix, Amazon Prime, YouTube Premium, Disney Plus, Apple TV , etc...? *

Sim

Não

Numa escala de 1 a 7 (Discordo totalmente a Concordo totalmente), dê a sua opinião sobre as seguintes declarações quanto ao preço das plataformas de Video on Demand (Netflix, AmazonPrime, Youtube Premium, Globo Play, etc...)

O preço cobrado pela subscrição destas plataformas é razoável. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

O preço das subscrições parece-me apropriado para o que eu recebo. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Em geral, estas plataformas oferecem preços superiores a outras alternativas. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Em geral, estas plataformas tem um preço justo. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

2

Numa escala de 1 a 7 (Discordo Totalmente a Concordo Totalmente) por favor dê a sua opinião em relação às seguintes declarações:

É fácil aceder ao conteúdo das plataformas VOD sem pagar pela subscrição. *

	1	2	3	4	5	6	7	
Discordo totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo totalmente

É fácil utilizar os sites que permitem assistir ao conteúdo das plataformas VOD sem pagar pela subscrição. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

É fácil assistir ao conteúdo das plataformas VOD sem pagar pela subscrição. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

3

Numa escala de 1 a 7 (Discordo Totalmente a Concordo Totalmente) por favor dê a sua opinião em relação às seguintes declarações:

A minha família encoraja-me a assistir ao conteúdo das plataformas VOD sem pagar pela subscrição. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Numa escala de 1 a 7 (Discordo Totalmente a Concordo Totalmente) por favor dê a sua opinião em relação às seguintes declarações:

Os indivíduos devem sacrificar o seu próprio interesse pelo interesse dos grupos a que pertencem. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Os indivíduos devem permanecer com o grupo mesmo quando enfrentam dificuldades. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

O interesse/ bem-estar do grupo é mais importante do que o interesse individual. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

O sucesso do grupo é mais importante do que o sucesso individual. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Ser aceite como membro de um grupo é mais importante do que ter autonomia e independência. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

5

Numa escala de 1 a 7 (Discordo Totalmente a Concordo Totalmente) por favor dê a sua opinião em relação às seguintes declarações:

Eu não me sentiria culpado se assistisse conteúdo VOD sem pagar pela subscrição. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Assistir ao conteúdo de plataformas VOD sem pagar pela subscrição vai contra os meus princípios. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Seria moralmente errado assistir conteúdos de plataformas VOD sem pagar pela subscrição. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

6

Numa escala de 1 a 7 (Discordo Totalmente a Concordo Totalmente) por favor dê a sua opinião em relação às seguintes declarações:

Assistir a conteúdos de plataformas VOD sem pagar pela subscrição é uma ideia sábia. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Assistir a conteúdos de plataformas VOD sem pagar pela subscrição seria agradável. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Assistir a conteúdos de plataformas VOD sem pagar pela subscrição é uma boa ideia. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Não gosto da ideia de assistir conteúdos de plataformas VOD sem pagar pela subscrição. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Numa escala de 1 a 7 (Discordo Totalmente a Concordo Totalmente) por favor dê a sua opinião em relação às seguintes declarações:

Pretendo assistir a conteúdos de plataformas VOD sem pagar pela subscrição. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Tudo considerado, é provável que eu assista conteúdos de plataformas VOD sem pagar pela subscrição, no futuro *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Tudo considerado, espero assistir a conteúdos de plataformas VOD sem pagar pela subscrição, no futuro. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Irei assistir a conteúdos de plataformas VOD sem pagar pela subscrição, no futuro. *

	1	2	3	4	5	6	7	
Discordo Totalmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Concordo Totalmente

Idade *

- 18 - 24
 - 25 - 34
 - 35 - 44
 - 45 - 54
 - > 55
-

Género *

- Feminino
 - Masculino
 - Prefiro não dizer
-

Nível de Formação *

- Ensino Secundário
- Licenciatura
- Mestrado
- Doutoramento
- Outro

Área Profissional *

1. Estudante
 2. Administração, negócios e serviços
 3. Artes e Design
 4. Análise e Desenvolvimento de Sistemas
 5. Ciências Biológicas e da Terra
 6. Ciências Sociais e Humanas
 7. Comunicação e Informação
 8. Engenharia e Produção
 9. Saúde e Bem-estar
-

Está subscrito a alguma destas plataformas de VOD? Se sim, indique qual/quais *

- Netflix
- Amazon Prime
- HBO
- Apple TV+
- Disney Plus
- Globo Play
- YouTube Premium
- Hulu
- Outro

Video On Demand Platforms



Hello, my name is Lara Barros and this questionnaire is part of my Master's Thesis in Marketing at ISCTE.

The questionnaire is completely anonymous and lasts about 5 minutes.

For the Survey Circle respondents there is a code at the end!

Any doubts or questions please contact the following e-mail:

lebsa@iscte-iul.pt

Thank you for your attention,

Lara Barros

Are you familiar with Video on Demand platforms like Netflix, Amazon Prime, YouTube Premium, Disney Plus, Apple TV , etc...? *

Yes

No

On a scale of 1 to 7 (Strongly Disagree to Strongly Agree), please give your opinion about the following statements regarding the pricing of Video on Demand platforms (Netflix, AmazonPrime, Youtube Premium, Globo Play, etc...)

The price charged for subscribing to these platforms is reasonable. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The price of the subscriptions seems appropriate for what I get. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

In general, these platforms offer higher prices than other alternatives. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

In general, these platforms are fairly priced. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

On a scale of 1 to 7 (Strongly Disagree to Strongly Agree) please give your opinion about the following statements:

It is easy to access the content of VOD platforms without paying for a subscription. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

It is easy to use the websites that allow you to watch content from VOD platforms without paying for the subscription. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

It is easy to watch content from VOD platforms without paying for a subscription. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3

On a scale of 1 to 7 (Strongly Disagree to Strongly Agree) please give your opinion about the following statements:

My family encourages me to watch VOD platform's content without paying for the subscription.

*

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

My colleagues encourage me to watch VOD platform's content without paying for the subscription.

*

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

My friends encourage me to watch VOD platform's content without paying for the subscription.

*

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4

On a scale of 1 to 7 (Strongly Disagree to Strongly Agree) please give your opinion about the following statements:

Individuals should sacrifice their self-interest for the interest of the groups they belong to. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Individuals should stick with the group even when facing difficulties. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Group interest/welfare is more important than individual interest. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Group success is more important than individual success. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Being accepted as a member of a group is more important than having autonomy and independence. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5

On a scale of 1 to 7 (Strongly Disagree to Strongly Agree) please give your opinion about the following statements:

I would not feel guilty if I watched VOD content without paying for the subscription. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Watching content from VOD platforms without paying for the subscription goes against my principles. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

It would be morally wrong to watch content from VOD platforms without paying for the subscription. *

	1	2	3	4	5	6	7	
--	---	---	---	---	---	---	---	--

On a scale of 1 to 7 (Strongly Disagree to Strongly Agree) please give your opinion about the following statements:

Watching content from VOD platforms without paying for the subscription is a wise idea. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Watching contents from VOD platforms without paying for the subscription would be nice. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Watching contents from VOD platforms without paying for the subscription is a good idea. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I don't like the idea of watching content from VOD platforms without paying for the subscription. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

On a scale of 1 to 7 (Strongly Disagree to Strongly Agree) please give your opinion about the following statements:

I intend to watch content from VOD platforms without paying for the subscription. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

All things considered, I am likely to watch content from VOD platforms without paying for the subscription in the future *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

All things considered, I expect to watch content from VOD platforms without paying for the subscription in the future. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I will watch contents from VOD platforms without paying for the subscription in the future. *

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Age *

- 18 - 24
 - 25 - 34
 - 35 - 44
 - 45 - 54
 - > 55
-

Gender *

- Feminine
 - Masculine
 - Prefer not to say
-

Level of Education *

- High School
- Bachelor's Degree
- Master's Degree
- Doctorate Degree
- Other

Professional Area *

1. Student
2. Administration, Business, and Services
3. Art and Design
4. Biological and Earth Sciences
5. Communication and Information
6. Engineering and Manufacturing
7. Health and Wellness
8. Systems Analysis and Development
9. Social Sciences and Humanities

Are you subscribed to any of these VOD platforms? If yes, please indicate which *

- Netflix
- Amazon Prime
- Youtube Premium
- HBO
- Disney Plus
- Apple TV+

- Hulu
- Globo Play
- Im not subscribed to any of these platforms
- Outros...

Thank You!

For SurveyCircle users (www.surveycircle.com): The Survey Code is: 2RCY-LV5T-J8EV-LRAY