Higher-Order Constructs of Injunctive and Descriptive Norms of Consumer Purchase Behaviour of Pirated Music Compact Discs

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Abstract

This study explores the higher-order constructs of injunctive and descriptive norms within the context of consumer purchase behavior of pirated music in Tanzania. Grounded in the Theory of Planned Behavior, the research aims to understand how subjective norms influence the decision-making processes of Tanzanian consumers regarding pirated music. A structured questionnaire was administered to a sample of 491 respondents, and data were analyzed using Smart PLS to test the relationships between the variables. These results have practical implications for marketers, business owners, and music promoters seeking to enhance CD sales among music users in Tanzania. Injunctive norms, which reflect perceived social pressures to conform to acceptable behavior, and descriptive norms, which reflect perceptions of how others behave, were investigated as independent variables. Consumer behavior regarding the purchase of pirated music was the dependent variable. The findings reveal that both injunctive and descriptive norms have a significant impact on consumer behavior, affirming the strong influence of subjective norms on piracy-related decision-making. Based on these results, recommendations were made to Tanzanian consumers and policymakers. For consumers, the emphasis was placed on increasing awareness of the ethical and legal implications of purchasing pirated music. For policymakers, strategies were suggested to strengthen anti-piracy campaigns and to promote positive behavioral changes through normative interventions. These insights provide a valuable contribution to understanding consumer behavior in emerging markets, where social norms play a critical role in shaping illegal consumption patterns.

Keywords: Injunctive Norms, Descriptive Norms, Purchase Behavior, Tanzania

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1. INTRODUCTION

The pervasive dilemma of music piracy, a global quandary characterised by unauthorised duplication, utilisation, access, and dissemination of digital content, has captured the keen interest of scholars (Jaber, 2024; Pushan, 2022; Röschenthaler, 2024; Serenko, 2022; Singh, 2019). This moral conundrum has been ingrained since the infancy of personal computing, emerging as a paramount ethical challenge in today's digital era (Cha, 2020; Mshana, 2015). Despite governmental endeavours to combat music piracy through legal frameworks and policies, the relentless wave of digital piracy remains, persisting beyond anticipated control (Jandhyala, 2020; Mushi, 2020). Scholars have, therefore, advocated for addressing the digital piracy predicament through an ethical lens, underscoring the pivotal role of moral considerations in devising robust solutions (Harwanto, 2022; Ofochebe, 2020). While governments have made concerted efforts to architect a cohesive digital intellectual property rights system, their initiatives have faced legislative and technical hurdles impeding desired (Jütte and Olson, 2022; Stella et al., 2022). Consequently, the ethical dimension emerges as a promising vantage point for effectively mitigating music piracy.

The advent of new storage technologies, combined with faster internet speeds, has empowered consumers with diverse choices when accessing and enjoying music content (Borja and Dieringer, 2022). This evolution has not only influenced how music is distributed but has also transformed the way people experience and interact with music and have reshaped the landscape of music consumption, physical emphasising analyzed formats of music were the primary means of purchasing music in the past (Chai et al., 2021). Consumers had to visit physical stores to buy music tapes or CDs, making this the conventional method of acquiring music. However, with the rapid growth of digital music and the widespread issue of music piracy, the dynamics of music consumption have drastically shifted (Hicks and Hicks, 2023; Obry, 2023). Despite the emergence of

new technologies and business models, physical sales remained relevant for many consumers, highlighting the coexistence of traditional and modern methods of music acquisition.

Revenue from physical formats, including CDs, vinyl, and similar tangible mediums, increased for the second consecutive year. However, this growth, amounting to 4.0%, did not match the remarkable 16.1% growth observed in the prior year, which was attributed to a resurgence in the aftermath of the pandemic. This growth translated to US$4.6 billion in revenue, resulting in physical formats constituting a 17.5% share of the total market. Within this category, revenue from CDs and other physical formats experienced a slight decline of 0.4%. At the same time, vinyl's growth remained strong, maintaining an upward trajectory for over a decade and growing by 17.1% in 2022. Asia once again exhibited the most robust performance for physical formats, representing nearly half of the global revenue at 49.8%, as reported by the International Federation of the Phonographic Industry (IFPI, 2023). Indeed, despite the worldwide trend towards digital music consumption, physical formats remain the primary delivery channel in certain countries, notably Japan and Germany, as reported by the International Federation of the Phonographic Industry (IFPI, 2023) . These countries have sustained a strong affinity for physical music products, as has Tanzania.

Scholars have extensively studied the impact of this transformation. Studies conducted before 2005 consistently attributed the decline in record sales primarily to file-sharing (Yamaguchi et al., 2023). Bodiford, (2017) shed light on the motivations driving consumers to opt for physically recorded music. Factors such as price, consideration for artists' welfare, and the desire to build a personal music collection emerge as critical drivers for choosing physical formats. Consumers often weigh the economic aspects, ethical considerations regarding artists' compensation, and the tangible value of building a curated collection when

purchasing physical music products(Anglada-tort et al., 2023). This nuanced consumer behavior underscores the significance of understanding cultural and individual preferences, emphasising that the choice of music format is influenced by a complex interplay of factors, from economic considerations to personal values and cultural norms (Nyhbri, 2020).

Scholars have been employing diverse theoretical frameworks from various perspectives to analyse behaviours related to music piracy and their underlying causes. These studies encompass discussions on the precursors of music piracy behaviours or intentions, strategies to address piracy such as purchasing pirated music CDs, and the dynamic relationship between the emerging business model of online music consumption (e.g., music streaming services) and music piracy, as well as its impact on (Barata and Sim, 2021; Dambrava et al., 2020; Kusumawati et al., 2021; Redondo and Serrano, 2024). Among these theoretical foundations, the Theory of Planned Behaviour (Ajzen, 1991) is the most extensively utilised due to its aptness in predicting human intentions. The Theory of Planned Behaviour posits that a person's intention to engage in a particular behaviour is influenced by their attitude, perceived subjective norms, and perceived behavioural control concerning the behaviour. In the context of music piracy, these factors collectively shape individuals' intentions to engage in such activities. Hence, a section of the literature review focuses on the theoretical evolution of the Theory of Planned Behaviour, delving into its inception and development. Additionally, this section reviews various studies that have employed the Theory of Planned Behaviour as a foundational framework to investigate a range of consumer (Jayanti and Hartono, 2023; Mushi, 2020; Xiong, 2019; Yeik et al., 2021).

Applying the Theory of Planned Behaviour to explain and predict music piracy behaviours has limitations. One notable limitation arises from the lack of differentiation and investigation into conceptualizing subjective norms, explicitly

distinguishing between descriptive and injunctive norms (Cialdini et al., 1990). Descriptive norms pertain to observations of individuals' behaviours, while injunctive norms relate to an individual's perception of the appropriateness of a particular behavior. In the context of existing studies guided by the Theory of Planned Behaviour, subjective norms are often treated as a unified concept without this crucial differentiation. Consequently, they are used interchangeably, primarily referring to injunctive norms. This conceptualization overlooks the potential differences in the impact of these two distinct norms on music piracy behaviours.

In this ongoing endeavour to grasp music piracy behaviours, scholars have drawn upon various theories from various disciplines. These theories include the ethics theory (Yoon, 2011), the Theory of Planned Behavior (Ahadiat et al., 2021; Mushi, 2020), exchange theory (Coyle et al., 2009), cognitive dissonance theory (Redondo and Charron, 2013), social cognitive theory (Jacobs et al., 2012; LaRose and Kim, 2007), and the uses and gratifications approach (Culiberg et al., 2016). These theories provide valuable frameworks for understanding music piracy's psychological, social, and behavioral aspects. By leveraging these theories, researchers aim to develop informed strategies and interventions to reduce the incidence of music piracy and safeguard the economic interests of stakeholders in the music industry. As this article outlines, music piracy is characterised by the unlawful acquisition of Compact Discs from an unauthorised source (Mushi, 2020). The focus is primarily on the unauthorised retrieval of copyrighted music files, as this constitutes the predominant form of music piracy in Tanzania and across the globe.

In the Theory of Planned Behaviour (TPB) context, the subjective norm is significant as a predictor of purchase intention. As Lapinski and Rimal, (2005) highlighted, the subjective norm can be considered a combination of injunctive and descriptive norms. The injunctive norm focuses on perceived social pressure or

approval/disapproval from others. In contrast, the descriptive norm pertains to an individual's perception of what others commonly do in a given situation. However, it is notable that researchers often tend to use injunctive norms as a representative or proxy for the broader concept of subjective norms in various studies related to purchasing pirated music CDs. Unfortunately, this approach overlooks the descriptive norm's specific and distinct role, which needs more study in this domain (Mushi, 2019). This gap in research implies that the integrated effect of both injunctive and descriptive norms, which constitute the broader subjective norm, has yet to be thoroughly explored in the context of purchasing pirated music CDs.

This limitation underscores the necessity for further research to investigate and evaluate the influence of descriptive and injunctive norms on music piracy behaviours. When viewed distinctly, a deeper understanding of how these subjective norms affect music consumers' decisions is crucial for a comprehensive comprehension of the social norms perceived by individuals concerning their engagement in music piracy (Mushi, 2019; Xiong, 2019; Xiong and Chang, 2021). Addressing this gap constitutes a significant research question addressed in this article, focusing on discerning the impact of varying subjective norms (descriptive and injunctive norms) on music piracy behaviours. The literature review extensively discusses pertinent research findings related to these distinct types of subjective norms and their implications for shaping the trajectory of music piracy research. Therefore, initiating a study on music piracy in Tanzania provides an excellent starting point for addressing this aspect. Most existing music piracy studies predominantly focus on Western music consumers, overlooking the unique characteristics of non-Western markets like Tanzania (Jayanti and Hartono, 2023; Wicaksono and Andajani, 2023). The differences in music markets between Tanzania and Western countries and the cultural distinctions among their respective music consumers warrant in-depth investigation.

Conducting a study with a sample of music consumers from Tanzania is imperative to understand how subjective norms operate within this cultural context. Doing so can shed light on how subjective norms influence music piracy behaviours in a non-Western setting (Xiong and Chang, 2021). This approach allows for a more nuanced examination of the nature of music piracy behaviours and the factors that drive them within diverse cultural and technological landscapes. In essence, exploring music piracy behaviours among music consumers from varying cultural backgrounds, each with distinct technological advancements and music industry development trajectories, promises to reveal novel insights. This diversified investigation will contribute significantly to the existing knowledge on music piracy, transcending the limitations of a predominantly Western-centric focus in previous research. Recognising this limitation and addressing the need for a more comprehensive understanding, further research is essential to investigate and assess the combined impact of both types of norms on purchase behavior concerning pirated music CDs. This holistic examination will provide a nuanced insight into the social influences that shape consumer intentions and actual behaviour in the context of music piracy. Does the combination of injunctive and descriptive norms influence Tanzanian consumers' actual behaviour to purchase pirated music CDs?

2. LITERATURE REVIEW

2.1 Music Piracy in Tanzania

In Tanzania, music piracy is notably high, particularly concerning entertainment software. The impact of this piracy is evident in the substantial decline in sales of legitimate music CDs over the years. For example, the production of music CDs has drastically decreased over the last decade. On average, only about 300 CDs were produced annually in the past 10 years. However, this production further plummeted to a mere 100 CDs in 2015. Alarmingly, this decline worsened by over 50% in the

same year due to the escalating sales of counterfeit CDs within the country (The Daily News, dated 6 July 2015).

The magnitude of the problem is emphasised by various newspaper reports, illustrating the pervasive issue of music piracy in Tanzania. For instance, news articles reported the confiscation of an estimated 65,000 local and foreign CDs and DVDs due to piracy (The Daily News, dated 3 June 2015). Moreover, the local film and music industries feel the adverse effects of this rampant piracy, primarily due to the diminished customer interest in purchasing legitimate CDs and DVDs (The Daily News, dated 6 July 2015). The infiltration of substandard and counterfeit goods into the Tanzanian market exacerbates the challenge, posing significant risks to local industries and further fueling the problem of piracy (The Daily News, dated 26 October 2013; All Africa, dated 23 May 2014). These reports collectively highlight the dire need for effective measures to combat music piracy in Tanzania and salvage the integrity of the local entertainment industry.

To combat music piracy, the Government of Tanzania, in collaboration with the music industry and local media, has taken proactive steps to raise awareness among the public regarding the severity of purchasing pirated music CDs. One such initiative is the "Twenzetu" campaign, launched in May 2013 in the capital city of Tanzania, Dodoma. This campaign aimed to educate consumers about pertinent issues related to music piracy. The "Twenzetu" campaign specifically targeted consumers to elucidate the ethical concerns of buying pirated music CDs. The campaign emphasised aspects such as the immorality of pirated CDs, the importance of supporting original manufacturers, the risks involved in buying counterfeit CDs and from unauthorised sellers, and concerns about pirated CDs' quality and reliability. However, despite these concerted efforts to educate consumers on these critical matters, there still needs to be a gap in understanding

how this group of consumers perceives these issues and what factors influence their purchasing behavior concerning pirated CDs. In this study, the researchers focused on assessing the influence of injunctive and descriptive norms as crucial factors shaping the purchase behavior of pirated music CDs in Tanzania. Understanding these dynamics is essential for developing targeted interventions and strategies to curb music piracy within the country.

Mushi, (2020) indicates that the model is both significant and adequate. Most antecedents of intention are significant, except for idolatry. Key factors influencing the intention construct include self-regulatory efficacy and subjective norms. Both intention and self-regulatory efficacy significantly affect consumer buying behavior, while government regulation does not have a notable moderating effect on the relationship between intention and consumer buying behavior. Mshana, (2015) demonstrates that cybercrimes have numerous negative effects on society and explains why computers and networks are often targeted as tools for these crimes.

Mohamedy, (2016) highlighted that despite efforts to raise awareness about the consequences of purchasing and consuming pirated music CDs, it remains unclear why consumers in Tanzania continue to engage in this behavior. This suggests a low level of original music CD purchases, particularly among Generation Y. The study points to a lack of government enforcement, such as penalties or fines, as well as limited awareness of the risks associated with buying pirated CDs. Additional factors include the high cost of original CDs, weak self-regulatory efficacy, and the influence of others. The study's primary objective is to propose a research model to better understand the purchase of pirated music CDs in Tanzania.

Mushi, (2019) found that subjective norms and intention have a positive relationship with consumer purchase behavior, while idolatry has a negative

relationship with purchase behavior. Makulilo, (2013) examines copyright issues related to the business of cell phone ringtones within the Tanzanian context. The analysis is focused on the Tanzanian Copyright Act and its regulations. In the absence of relevant case law from Tanzanian courts, case law from other jurisdictions is referenced as persuasive guidance where applicable. Makulilo and Boshe, (2013) observed that what appears to be a copyright license in Tanzania is, in fact, not one. They highlighted issues surrounding the enforcement of copyright in the country, suggesting that there are discrepancies between the appearance and actual implementation of copyright regulations.

2.2 Music Piracy Global Perspectives

The onset of the digital era in the music industry and the emergence of Peer-to-Peer (P2P) file-sharing networks like Napster brought about heightened concerns regarding music piracy (Blake and Kyper, 2013). This was primarily due to the potential negative impact of piracy on music sales, resulting in reduced profits for record labels, music artists, and music distribution platforms (Serenko, 2022). To address these concerns and combat music piracy, scholars have undertaken numerous studies to comprehend the nature of music piracy behaviours and propose effective strategies to mitigate profit losses caused by piracy.

This illegal retrieval involves accessing and obtaining copyrighted audio and video content without the necessary consent and appropriate compensation to the rightful copyright holders (Jütte and Olson, 2022). It encompasses activities such as uploading and downloading copyrighted content without proper authorization, and violating copyright laws and regulations. studies suggest a positive impact attributed to the sampling effect facilitated by music piracy (Yamaguchi et al., 2023). The sampling effect refers to consumers having the opportunity to "preview" the music through piracy, potentially leading to legal purchases through alternative channels. In this view, scholars argue that music piracy allows more

consumers to access and discover music. However, considering the ethical implications and the impact on society, it ultimately results in reduced consumer surplus (acting as a "tax" on paying music consumers) and producer surplus (reduced profit), leading to an overall reduction in social welfare.

Despite the shift in music consumption patterns towards legal streaming through the widespread acceptance of music streaming services, piracy remains a persistent issue, especially in developing countries (Nyhbri, 2020). The lack of adequate awareness regarding music copyright protection means that the revenue generated from paid streaming users' needs to be increased to sustain the music industry's growth. This ongoing challenge impedes the rejuvenation of the music industry, particularly in developing regions (Wicaksono and Andajani, 2023). The current body of research on music piracy has provided a foundational understanding of this behavior. However, further investigation is essential, especially considering the evolution of significant theories like the TPB and the existing limitations in prior studies.

This article aims to delve deeper into understanding music piracy behaviour from a social-psychological perspective, a critical vantage point for comprehending how individuals make decisions within their social contexts. Social psychology is instrumental in exploring decision-making processes in social settings, making it an invaluable approach for comprehending music piracy behaviour and other unethical consumer behaviours. The social-psychological perspective is crucial for a comprehensive understanding, as it necessitates an examination of consumers in diverse social environments, considering the impact of social influences, norms, and interactions (Niemiec et al., 2020). Additionally, in response to Mushi, (2020) suggestion, despite the diverse research on subjective norms, more studies need to be conducted in the African context. I recommend further investigation to fill this research gap. Thus, this study addresses this gap by thoroughly investigating

subjective norm as potential factors influencing the intention to purchase pirated music CDs.

Based on the insights gleaned from the discussion above, the following hypotheses are proposed:

H$_1$: Injunctive norm towards music piracy is positively related to the purchase behavior of pirated music CDs.

H$_2$: Descriptive norm towards music piracy is positively related to the purchase behavior of pirated music CDs

Based on the above discussions, the following conceptual framework is presented:

Fig: 1. Conceptual Framework
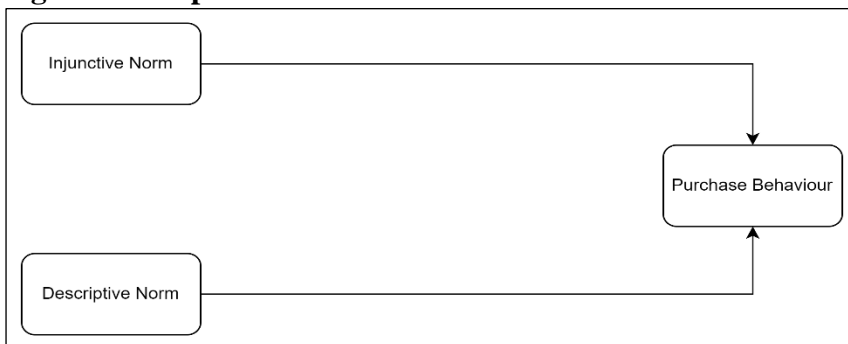
In figure 1, the Theory of Planned Behavior Ajzen, (1991) serves as a representative and widely employed theoretical framework within the field of social psychology for studying piracy-related behaviours Ahadiat et al., (2021). This established theory aims to gain deeper insights into the cognitive and social determinants that shape music piracy behavior, paving the way for more targeted interventions and policy recommendations to combat this pervasive issue Ajzen, (2006).

3.0 METHODS

This section provides the structure and approach essential for investigating pirated

music CDs in Tanzania and the techniques and tools used to gather and analyse data, guiding the research process.

3.1 Research Design

The current study adopts a cross-sectional method to address the research questions. The survey method was chosen because it effectively gathered personal and social information, beliefs, and attitudes (Kerlinger, 1973). Respondents were selected using probability sampling, a self-administered questionnaire was utilised, and 491 responses were used in data analysis. The survey was conducted among individuals in selected shopping malls in Dar-es-Salaam City. The sampling design was simple random sampling, known for its minimal bias and potential for generalizability (Sekaran and Bougie, 2016) . Addressing the challenge of sampling units' selection, especially when a complete sampling frame is not readily available in marketing research, a multi-stage random sampling approach was adopted, as suggested by Beri, (2013). The unit of analysis in this study encompassed individual consumers aged 18 and above who frequented the selected shopping malls in Dar-es-Salaam City.

The study's target population consisted of consumers aged 18 years and above who resided in Tanzania. This specific age range was selected to ensure that respondents possessed the necessary knowledge, experience, and intention to purchase pirated music CDs from different outlets. It was essential to gather responses from individuals who could accurately provide insights into their piracy behavior. Additionally, individuals above 18 are considered mature enough to assess and report their behaviours, including income. The study focused on consumers who shopped at various shopping malls in Dar-es-Salaam City, Tanzania. Dar-es-Salaam City was chosen as the study's location for several reasons, although these are not explicitly stated. It's essential to understand the contextual relevance of the selected area and how it contributes to the overall

objectives and findings of the study.

This study focuses on individual buyers, particularly those of the Generation Y population in Tanzania. Generation Y, characterised by individuals born between the early 1980s and the mid-1990s, has a unique set of psychological characteristics that influence their purchasing decisions, especially in a consumer-oriented society (Mushi, 2020). Given their familiarity with modern technology and exposure to digital trends, this generation is particularly relevant for studying their attitudes and behaviours regarding pirated music CDs. The study hones in on the Generation Y population in Dar es Salaam City, Tanzania. Dar es Salaam region population comprised almost 8,161,230 individuals, constituting 44.2 % of the total youth population of Tanzania mainland (The United Republic of Tanzania, 2024) . This demographic segment is crucial to study as they play a significant role in economic progress and societal change, making them an essential target for understanding the dynamics of music piracy behavior within the context of the Tanzanian youth.

Table 1: List of Selected shopping malls in the Dar-es-salaam City and Numbers of Questionnaires distributed

Shopping malls.	Grocery store/supermarket/hypermarket	Number of Questionnaires
Mlimani City	Game and Shoprite	100
Shoppers Plaza	Shoppers Plaza	100
Mayfair Plaza	Retail stores	100
Slipway	Slipway	100
JM Mall (Harbour View Towers)	CDs/video retailers store	100
Strip Mall	Strip Mall	100
Seacliff Center	Seacliff Center	100
Quality Center shopping mall.	Family Entertainment Center	100
Total		**800**

In Table 1, the intercept survey method was utilised, which in the views of Kotler et al., (2022) involves approaching individuals at specific locations, such as shopping malls, and inviting them to complete questionnaires. Questionnaires were administered to consumers who were intercepted while shopping at selected malls in Dar-es-Salaam City, including Mlimani City, Shoppers Plaza, Mayfair Plaza, Slipway, JM Mall (Harbour View Towers), Strip Mall, Seacliff Village, and

Quality Center shopping mall. The intercept method was chosen due to its advantages, including lower cost, faster data collection, and the ability for researchers to control the type of respondents (Chinomona, 2013).

Table 2: Studies Used Subjective Norm in Piracy

SN	Author	Country	Title	Result
01	Hati et al., (2020)	Indonesia	E-textbook piracy behavior: An integration of ethics theory, deterrence theory, and theory of planned behavior	Significant
02	Petrescu et al., (2018)	US	Online piracy in the context of routine activities and subjective norms	Significant
03	Utami and Sari, (2022)	Indonesia	Analysis Factor of Consumer Behaviour Related to The Usage of Pirated Software in Indonesia	Significant
04	Mushi, (2020)	Tanzania	Intention, Government Regulation, Self-Regulatory Efficacy, Subjective Norm, Idolatry and Consumer Behaviour in Purchasing Pirated Compact Disks (CDs) in Mainland Tanzania	Significant
05	Christofi and Coudounaris, (2022)	U. K	Predictors of digital piracy behaviour among British lecturers/senior lecturers and postgraduate students: a mixed-method approach	Significant
06	Xiong and Chang, (2021)	China	Investigating the Clarity Dimension of Social Norms: How Normative Ambiguity on Digital Piracy Intentions	Significant
07	Alam et al., (2023)	China & Pakistan	Behavioral biases in consumer paradox towards counterfeit luxury products: a comparative study between China and Pakistan	Insignificant
08	Sunardi et al.,	Indonesia	Analysis The Impact of	Significant

	(2024)		Religiosity on The Intention to Pirate Digital Products in Indonesia	
09	Senayah and Biney-Aidoo, (2024)	Ghana	Analysis of textiles fabric piracy: a study among consumers in Accra	Significant
10	Koay et al., (2024)	Malaysia	Understanding consumers' digital piracy behaviour: Explanation and prediction	Significant
11	Cahyani et al., (2024)	Indonesia	Student's access to scientific information resources using pirate open access sci-hub: A gender perspective	Insignificant
12	Kononova et al., (2024)	17-country study	Influence of cultural values and hierarchical social norms on buying counterfeits online: a 17-country study	Significant
13	Al Balushi et al., (2024)	Gulf countries	Factors predicting young consumers' purchase intention of non-deceptive counterfeit: evidence from Gulf countries	Significant

In Table 2, previous authors show how subjective norms influence behaviour intention or actual behaviour. Many of them, examined digital piracy, which is quite different from this study, which examines physical Music Compact Discs. Though it seems many countries delve into digital, other countries continue to use CDs, like Tanzania.

3.2 Operationalized and Measurement Units

The construct of the subjective norm was operationalised into two dimensions: injunctive norm and descriptive norm. Injunctive norm refers to what is typically approved or what should be done ideally, while descriptive norm refers to what people do (Lapinski and Rimal, 2005). A multi-item measurement approach was adopted for each dimension to ensure dimensional reliability and enable specific dimensional data analysis. A 12-item scale, comprising 6 items for injunctive norms and 6 items for descriptive norms, was employed based on the work of

Arvola et al., (2008). Respondents were asked to rate how their significant others (e.g., parents, friends, family members) would influence their intention to purchase pirated music CDs. The six items were intended to measure injunctive norms, while the remaining six were designed to measure descriptive norms. This comprehensive approach provided a detailed understanding of how subjective norms influenced the respondents' purchasing intentions in the context of pirated music CDs.

Table 3: Measurement Units

Constructs	Dimensions	Number of Items	Cronbach's Alpha
Purchase behaviour		9	0.750
Subjective Norm	Two (2)		
	Injunctive Norm	6	0.767
	Descriptive Norm	6	0.758

In Table 3, both dimensions of the subjective norm construct, namely the injunctive and descriptive norm, demonstrate good reliability with satisfactory Cronbach's Alpha coefficients. Additionally, the purchase behavior construct exhibits good reliability, providing confidence in the consistency and stability of the items measuring purchase behavior. As stated, a Cronbach alpha value above 0.6 signifies sufficient internal consistency. However, other scholars, like (Nunnally and Bernstein, 1994), have suggested 0.7 as an acceptable value for alpha. Considering the Cronbach alpha values in Table 3, all of them meet the minimum criterion, suggesting adequate internal consistency for the questionnaire items. To summarize, the reliability coefficients (Cronbach's Alpha) for the purchase behavior construct and the two dimensions of the subjective norm construct (injunctive and descriptive norms) demonstrate good internal consistency. This indicates that the questionnaire items for these constructs are reliable measures for the intended assessment.

4.0 RESULTS

Descriptive and inferential statistics were used for data analysis to achieve the

study's objectives. Descriptive statistics were employed to depict the characteristics of various elements such as objects, people, groups, organisations, or the environment. It also helped in elucidating how one variable is related to another. On the other hand, inferential statistics enabled the researcher to draw conclusions or make inferences from a sample. In this study, a combination of two primary Partial Least Squares Structural Equation Modeling (PLS-SEM) software applications was used for the analysis and result presentation: Smart PLS (Hair and Alamer, 2022) and PLS-Graph. These software applications facilitated a robust and comprehensive analysis, allowing for a thorough examination of the relationships and variables under investigation.

Table 4: Outer Loadings

	Descriptive Norm	Injunctive Norm	Purchase Behaviour
S_Inj2		0.941	
S_Inj2			
cb5			0.852
cb_3			0.864
cb_4			0.882
cb_6			0.851
cb_7			0.838
cb_8			0.799
cb_9			0.849
s_des5	0.941		
s_des5			
s_des6	0.937		
s_des6			
s_inj1			
s_inj1		0.932	

The outer loadings in Table 4 demonstrate that the items used to measure Descriptive Norms, Injunctive Norms, and Purchase Behavior are generally strong, with values above the commonly accepted threshold of 0.7 (Hair et al., 2021) . This suggests that the measurement model has good convergent validity, meaning that the indicators adequately represent their respective constructs in the context of

consumer behavior.

Table 5: Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Descriptive Norm	0.866	0.866	0.937	0.882
Injunctive Norm	0.861	0.864	0.935	0.878
Purchase Behaviour	0.935	0.936	0.947	0.719

In Table 5 all constructs meet or exceed the recommended threshold of 0.5, indicating that the majority of the variance is explained by the constructs rather than measurement error. Descriptive Norm (AVE = 0.882) and Injunctive Norm (AVE = 0.878) show particularly high levels of convergent validity, indicating strong construct validity (Hair and Alamer, 2022). The reliability and validity indicators presented in Table 5 confirm that all three constructs Descriptive Norm, Injunctive Norm, and Purchase Behavior are reliable and valid measures within the study. The high values for Cronbach's alpha, composite reliability (rho_a and rho_c), and AVE suggest strong internal consistency and convergent validity, with all constructs demonstrating adequate psychometric properties.

Table 6: Discriminant Validity -HTMT

	Descriptive Norm	injunctive Norm	Purchase Behaviour	Subjective Norm
Descriptive Norm				
injunctive Norm	0.896			
Purchase Behaviour	0.889	0.886		

The results from Table 6 indicate that all the constructs Descriptive Norm, Injunctive Norm, and Purchase Behavior satisfy the discriminant validity criterion using the HTMT approach. All HTMT values are below the 0.90 threshold (Fornell and Larker, 1981), confirming that each construct is conceptually distinct from the others in the model, although there are strong correlations between them.

Table 7: Discriminant Validity Fornell and Lacker Criterion

	Descriptive Norm	Injunctive Norm	Purchase Behaviour	Subjective Norm
Descriptive Norm	0.939			

Injunctive Norm	0.776	0.937	
Purchase Behaviour	0.803	0.797	0.848

In Table 7 according to the Fornell and Larcker criterion Fornell and Larker, (1981) all three constructs Descriptive Norm, Injunctive Norm, and Purchase Behavior exhibit adequate discriminant validity. The square root of the AVE for each construct is greater than the correlations with other constructs, confirming that these constructs are distinct from one another in the model.

Table 8: Collinearity

	VIF
S_Inj2	2.330
S_Inj2	2.524
cb5	2.231
cb_3	2.050
cb_4	2.557
cb_6	2.810
cb_7	2.154
cb_8	2.538
cb_9	2.061
s_des5	2.398
s_des5	2.154
s_des6	2.398
s_des6	2.773
s_inj1	2.486
s_inj1	2.330

The VIF values reported in Table 8 indicate that collinearity is not a concern in the current model. All indicators have VIF values well below the threshold of 5 (Fornell and Cha, 1994), confirming that the predictors are sufficiently independent from one another, which allows for reliable estimation of regression coefficients (Hair et al., 2021).

Table 9: Collinearity Statistics Inner Model

	Descriptive Norm	Injunctive Norm	Purchase Behaviour	Subjective Norm
Descriptive Norm			2.513	
Injunctive Norm			2.513	
Purchase Behaviour				

In Table 9 the VIF values for Descriptive Norm and Injunctive Norm in the inner model (both 2.513) suggest that multicollinearity is not an issue. These values are well below the recommended cutoff of 5, indicating that the constructs can be reliably used in the structural model without inflating the standard errors of the regression coefficients. As such, the results support the inclusion of Descriptive Norm and Injunctive Norm as distinct and independent predictors in the model (Sarstedt et al., 2019).
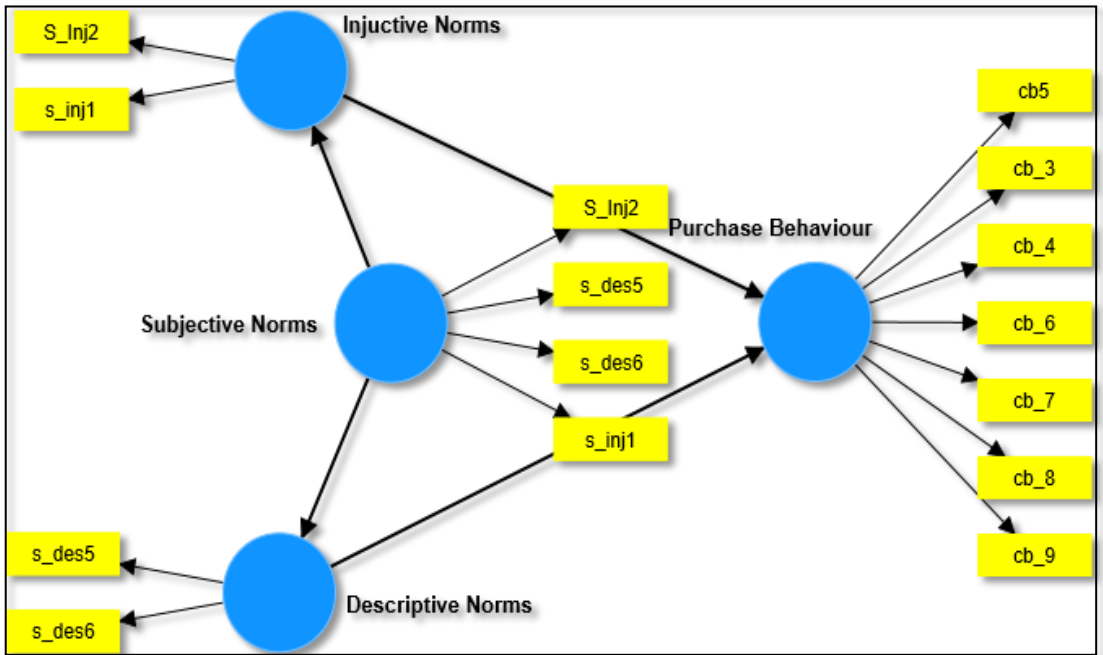
Figure 1. Measurements Model

Figure 1 shows the measurements Model

4.1 Higher-Oder Constructs (HOC) Model Establishment

The rationale for incorporating the higher-order model, also known as the

hierarchical component model (HCM), in this study is elucidated here. As recommended by Hair et al., (2021), higher-order constructs involve testing a second-order structure encompassing two levels of components, allowing for a more economical theoretical relationship and a reduction in model complexity. In this study subjective norm was deemed multidimensional and was therefore considered as a second-order measurement model. Subjective norm comprises two dimensions: injunctive norm and descriptive norm. In estimating the model, the latent variable scores of the construct dimensions were used as indicators.

To enhance understanding of the existing theoretical basis and delve deeper into the conceptualization of the first-order constructs (i.e., the dimensions of subjective norm), their representation by the second-order constructs (injunctive norm, descriptive norm) should be described. According to Mushi, (2020), it is essential to appropriately explain the first-order constructs by the hypothesized second-order constructs, ensuring their remarkable distinctiveness. Therefore, before estimating the research model, it is crucial to establish that the second-order constructs can conceptually describe the first-order constructs under consideration. Hence, the following Tables presents the results establishing subjective norms as the second-order constructs in this study.

Table 10: Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Subjective Norm -> Purchase Behaviour	0.849	0.849	0.015	55.169	0.000

The results in Table 10 demonstrate that Subjective Norm has a significant and strong positive effect on Purchase Behavior, with a path coefficient of 0.849. The relationship is statistically significant at the 0.001 level, as evidenced by the very high T-statistic and extremely low p-value (Sarstedt et al., 2019). These findings suggest that social influences, such as the expectations of others, play a major role

in shaping consumer purchase decisions.

Table 11: Path Coefficients – Confidence Interval

	Original sample (O)	Sample mean (M)	2.50 %	97.50 %
Subjective Norm -> Purchase Behaviour	0.849	0.849	0.816	0.877

The results in Table 11 confirm that the relationship between Subjective Norm and Purchase Behavior is both strong and statistically significant. The path coefficient of 0.849 is supported by a 95% confidence interval ranging from 0.816 to 0.877, indicating that the effect of Subjective Norm on Purchase Behavior is robust and reliable. This further supports the conclusion that social influence plays a critical role in shaping consumer purchasing decisions (Hair et al., 2021).

Table 12: Constructs Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Purchase Behaviour	0.935	0.936	0.947	0.719
Subjective Norm	0.874	0.874	0.941	0.888

The results in Table 12 demonstrate that both Purchase Behavior and Subjective Norm exhibit strong reliability and validity. The high values for Cronbach's alpha, composite reliability, and AVE confirm that these constructs are robust and well-measured in the model. This suggests that the measurement model is reliable and that these constructs are appropriate for use in further structural analysis (Hair et al., 2021).

Table 13: Discriminant Validity- HTMT

	Purchase Behaviour	Subjective Norm
Purchase Behaviour		
Subjective Norm	0.837	

Table 13 shows the HTMT value of 0.837 between Purchase Behavior and Subjective Norm confirms that these constructs exhibit adequate discriminant validity. The constructs are sufficiently distinct from each other, supporting the

overall validity of the measurement model (Sarstedt, Adler, Ringle, Cho, et al., 2024)

Table 14: Discriminant Validity Fornell and Lacker Criterion

	Purchase Behaviour	Subjective Norm
Purchase Behaviour	0.848	
Subjective Norm	0.749	0.842

Table 14 presents the Discriminant Validity assessment using the Fornell and Larcker Criterion for the constructs Purchase Behaviour and Subjective Norm. The diagonal values represent the square root of the Average Variance Extracted (AVE) for each construct. For discriminant validity to be established, these diagonal values should be higher than the off-diagonal correlations between constructs. For Purchase Behaviour, the square root of the AVE is 0.848, which is greater than its correlation with Subjective Norm (0.749). This satisfies the Fornell and Larcker criterion (Fornell and Larker, 1981), indicating that the construct is distinct from others in the model. For Subjective Norm, the square root of the AVE is 0.842, which is also higher than its correlation with Purchase Behaviour (0.749). This confirms discriminant validity for the Subjective Norm construct as well. Thus, the Fornell and Larcker criterion is met, confirming that both constructs exhibit good discriminant validity and are sufficiently distinct from one another.

Table 15: Collinearity

	VIF
Descriptive Norm	2.513
Injunctive Norm	2.513
cb5	2.231
cb_3	2.050
cb_4	2.557
cb_6	2.810
cb_7	2.154
cb_8	2.538
cb_9	2.061

Table 15 shows the VIF values for all variables are below the typical thresholds of

below 5 (Fornell and Cha, 1994), suggesting that multicollinearity is not a significant issue in this model (Sarstedt et al., 2024).

Table 16: R-Square

	R-square	R-square adjusted
Purchase Behaviour	0.721	0.72

Table 16 presents the R-square and adjusted R-square values for the model predicting Purchase Behaviour. The R-square value is 0.721, indicating that approximately 72.1% of the variance in Purchase Behaviour is explained by the independent variables included in the model. This suggests a strong model fit. The adjusted R-square is 0.720, which is slightly lower than the R-square value. The adjusted R-square accounts for the number of predictors in the model and adjusts for potential overfitting. This value indicates that after adjusting for the number of predictors, the model still explains about 72% of the variance in Purchase Behaviour. The minimal difference between the R-square and adjusted R-square values suggests that the model is not overly complex and does not include unnecessary predictors, maintaining a strong explanatory power (Hair et al., 2021).

Table 17: F-Square

	Purchase Behaviour	Subjective Norm
Purchase Behaviour		
Subjective Norm	2.581	

Table 17 presents the F-square values, which assess the effect size and contribution of the independent variables in explaining the variance of the dependent variable in the model. The F-square value helps evaluate how much one variable contributes to explaining the variance of another variable. The F-square value of 2.581 indicates a substantial effect of Subjective Norm on Purchase Behaviour. According to Cohen, (1988) guidelines, F-square values around 0.02 indicate a small effect, 0.15 indicates a medium effect, and 0.35 or higher suggests a large effect. Therefore, an F-square of 2.581 implies a very large effect size, meaning Subjective Norm significantly contributes to explaining Purchase Behaviour in the model. No F-

square value is presented for Purchase Behaviour itself, as it is the dependent variable in this context (Sarstedt et al., 2019).

Figure 2: Structural Model
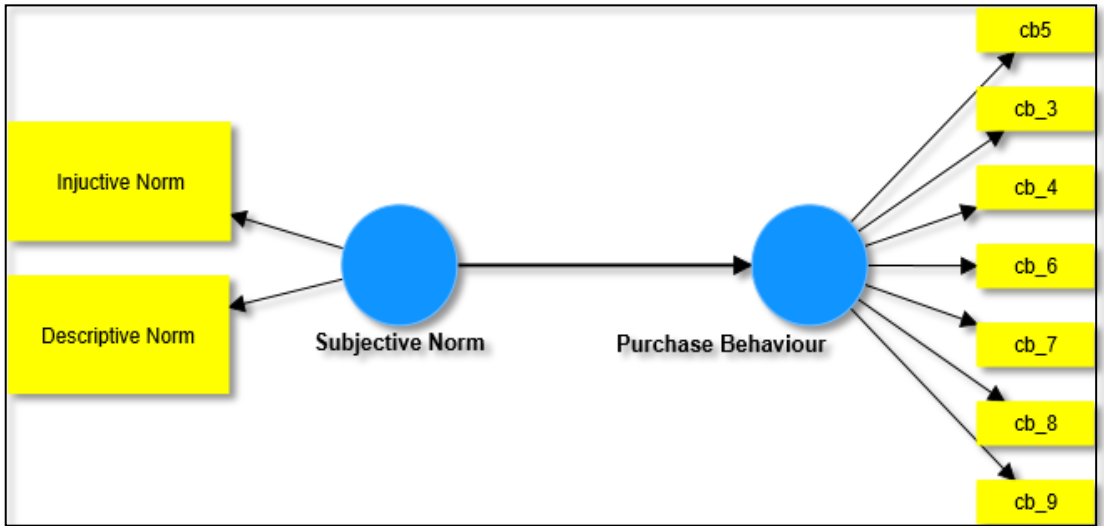
5.0 DISCUSSION

The subjective norm has been conceptualised as a second-order construct, encompassing both injunctive and descriptive norms. Injunctive norms represent the ideals and societal approvals of behavior, while descriptive norms signify real-world behavioral observations (Lapinski and Rimal, 2005). Utilising a second-order construct brings forth two main advantages: it illuminates the relative significance of individual dimensions within the overall construct. It streamlines the model by reducing the number of relationships to be examined. Notably, both injunctive and descriptive norms demonstrated substantial loadings on the encompassing subjective norm construct.

This higher-order conceptualisation effectively captured the importance of each dimension within the overarching construct, ensuring robust discriminant validity. This operational approach amplified the validity of the relational significance and facilitated a more meaningful interpretation from both

theoretical and managerial standpoints. In our proposed model, we regard the subjective norm as an exogenous variable with influential associations within the model, ultimately impacting consumer purchase behaviour. Notably, this relationship was statistically significant, underscoring the potent linkage between subjective norm and intention. Thus, the path of this relationship signifies a notably robust strength in influencing intention. Studies which got the same result as this one were (Koay et al., 2024; Senayah and Biney-Aidoo, 2024; Sunardi et al., 2024)**.**

However, it's essential to acknowledge that some studies have presented contradictory findings. For instance, Blake and Kyper, (2013) found that subjective norm did not influence consumer piracy intention. This unexpected result suggests that in the context of internet piracy, individuals might form negative attitudes toward piracy. Still, these attitudes may not necessarily deter them from intending to engage in piracy or participating in pirating behavior. This contradictory perspective is supported by Setiawan and Tjiptono, (2013), LaRose and Kim, (2007) and Fleming et al., (2017) who found that subjective norms did not significantly impact digital piracy intentions among consumers. These discrepancies underscore the complexity and multifaceted nature of behavioral intentions and suggest that various factors may influence an individual's decision-making process regarding music piracy, making it a complex and challenging issue to address comprehensively.

5.1 Contributions of the Study

This research unfolds a tapestry of contributions that enrich both theoretical understanding and practical applications. The subsequent sections delve into the intricate threads of these contributions.

5.1.1 Theoretical Contributions

The realm of music piracy behavior research has extensively explored the

subjective norm. However, the higher-order conceptualizations have often been underrepresented. Previous studies focused primarily on the injunctive norm, sidelining the exploration of the descriptive norm. Consequently, the subjective norm has been envisioned as a sophisticated amalgamation of injunctive and descriptive norms, an empirical construct of significant validity and statistical importance. This novel conceptualization presents a theoretical contribution, offering a lens into a nuanced yet quantifiable and all-encompassing embodiment of the subjective norm.

5.1.2 Practical Contributions

The study underscores the substantial significance of the subjective norm. Hence, marketers must adeptly navigate the management of opinion leaders and social relationships within a consumer-centric market. The evident positive and noteworthy influence suggests that managerial strategies should meticulously consider the social dynamics of consumers in relationship management and its impact on intention. The marked influence of the subjective norm on intention significantly contributes to construct validity. Thus, the effect of the subjective norm should be regarded with the same gravity as any other antecedent of intention. This importance becomes glaringly apparent when observing the effect of the subjective norm on intention. Given that the model highlights the centrality of the subjective norm in the context of music piracy, scholars in the past have contended that, especially for new music where direct information access may be limited, individuals rely on the opinions of influential figures (Xiong, 2019).

Drawing from insights by d'Astous et al., (2005), information availability can mitigate consumers' risk perception, contingent on the source's credibility. Considering that literature consistently affirms that opinions from friends and family are more credible than those from marketing organisations Mushi, (2020), the influence of the subjective norm on intention is logically justified. Hence,

managers must adopt an integrative approach to navigate this intricate nexus of norms and intention, steering consumers away from harmful intentions towards music piracy. The crux of such an approach may lie in curating an overall positive consumer experience, thereby empowering them to influence the intentions of others through meaningful social endorsements.

6.0 LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

While this study offers valuable insights, it is essential to acknowledge its limitations. One potential limitation is the focus on a specific context (Tanzania), which may restrict the generalizability of the findings to other cultural or geographical settings. Additionally, the study's reliance on self-reported data might introduce response bias. In terms of future research directions, exploring the nuanced role of the subjective norm within the Theory of Planned Behavior (TPB) framework is an intriguing avenue. Particularly, investigating how the subjective norm moderates buying intentions concerning the social environment could shed light on the interplay of norms and individuals' purchase intentions. Existing studies have hinted that the predictive power of the subjective norm is heightened when the social environment is conducive to the behavior Levin et al., (2007). Further research in this direction could elucidate the social influence factors that facilitate the translation of norms into individual purchase intentions.

7.0 CONCLUSION

This research aimed to scrutinize the purchasing behavior of pirated music CDs in Tanzania's Mainland, explicitly focusing on injunctive and descriptive norms. The research framework was crafted by adapting and modifying the Theory of Planned Behavior. The findings unequivocally underscore the significance of the subjective norm as a potent predictor of purchase behavior among Tanzanian consumers. This study not only illuminates the influence of injunctive and descriptive norms but also validates the Theory of Planned Behavior as a robust

framework for comprehending and prognosticating injunctive and descriptive norms as well as purchase behavior concerning pirated music CDs among consumers in Tanzania. While the study contributes substantially to this domain, acknowledging its limitations allows future research to refine and expand our understanding. This ensures that insights gained continue to inform strategies and policies in the ever-evolving landscape of music consumption and piracy.

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