

# **Toward an Integrative Model of Software Piracy Decision Making: Empirical Evidence from Computer Users in China**

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This study employs Jones' (1991) ethical decision making model to explain the software piracy decision process of Chinese computer users. Overall, survey data collected from computer users in Shanghai, China, provide support for the validity of the proposed model. Consistent with Jones' major proposition, the findings reveal that Chinese computer users' perception of the moral intensity of software piracy exerts a direct influence on all their four corresponding moral reasoning stages, namely moral recognition, moral judgment, software piracy intention, and software piracy behavior. Implications derived from this study are also discussed.

## **Keywords:**

Software piracy, China, computer users, ethical theory, structural equation modeling.

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## **Acknowledgment**

The work described in this paper was supported by a grant from the Hong Kong Polytechnic University.