

# A Study on Textbook Piracy Behavior and Willing to Pay Original Textbooks as The Example

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## ABSTRACT

On the national studies, studies of the subject matter of piracy with the most digital music, computer software, or counterfeit goods, and less has been mentioned, it is related to the use of pirated textbooks. In view of the relevant consumer research it is still not enough ethics, and there is no textbook to explore the use of pirated rationale for non-London consumer behavior research, this study will explore the ethics of consumers using pirated textbooks and the relationship between behavior and Students study, a total of 185 valid questionnaires. In this study, the Hunt-Vitell model of marketing ethics is based on the concept of building a research framework; the assumption of this study, consumer ethical beliefs will affect the use of pirated textbooks; of this study and the introduction of the "perceived value" of the intermediate variables to further analysis of the ethical beliefs and the wishes of the use of pirated textbooks relationship. The results showed that the assumption of this study was mostly supported. The results of this study will help enterprises, especially the textbook publishing industry, and in the fulfillment of corporate social responsibility and promote the use of legitimate activities of reference textbooks.

Keywords : consumer ethic ; perceived value ; piracy textbook

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