

**THE FACTORS INFLUENCING THE USE OF DIGITAL PIRACY PRODUCTS
AMONG STATE UNIVERSITY STUDENTS
(WITH SPECIAL REFERENCE TO RAJARATA UNIVERSITY STUDENTS)**

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ABSTRACT

The initial research problem for this study, though the use of pirated products is an unethical and illegal activity, most university students are addicted to using that type of pirated product using various methods. It is unclear why students used pirated products. This study examines the influence of pirated products on university students at Rajarata University of Sri Lanka (RUSL). A self-administered questionnaire was developed based on the results of previous studies. To examine the use of pirated products, by applying simple random sampling, 372 students were drawn from the total population of 8,369 at Rajarata University of Sri Lanka, using an online survey for data collection. A research model was developed on digital piracy, including the use of pirated products as a dependent variable, and attitude, computer experience, digital media cost, and moral obligation as independent variables. The results revealed that attitude, computer experience, and digital media cost positively affected the use of pirated products. Moral obligation has no significant influence from moral obligation on the use of digital piracy products. Students should be enlightened about the consequences of pirated products on the economy of the country. In addition, they should be informed that the use of pirated products is illegal and then informed of the use of free open-source products in their tasks. The results of this study are limited to RUSL undergraduates. To generalize and validate the results, more research is needed with a wider sample of all students in Sri Lanka and by selecting students who belong to other domains.

Keywords: Attitude, computer experience, digital media cost, digital piracy product, moral obligation.