The Impact of Moral Equity, Relativism and Attitude on Individuals’ Piracy Behaviour in Indonesia

Abstract

Design/methodology/approach - Using a convenient sample in Yogyakarta, Indonesia, questionnaires were distributed in a large private university and the neighbouring community resulted in 222 usable surveys (a response rate of 68 percent).

Findings - Moral equity had a negative and significant impact on purchases of illegal copies of music CDs and pirated software. Relativism affects the purchase of pirated software positively, but its effect on purchases of illegal copies of CDs is insignificant. Attitude toward the act was negatively impacted by moral equity for CDs and software. Relativism only significantly affects behaviour toward pirated software, but in the opposite direction while relativism fails to reach significance for CDs. Attitude toward the software piracy and purchases of illegal copies of music CDs positively affects consumer’s piracy behaviour. Finally, Indonesian consumers feel more morally wrong in purchasing illegal copies of CDs than in purchasing pirated software.

Practical implications - In the context of Indonesia, higher moral equity has affected piracy behaviour negatively. Therefore, efforts to reduce piracy should focus on highlighting the importance of fairness and justice. One of the main drivers of digital piracy (e.g., downloading, copying, and sharing digital materials) is overpriced products. It has led many Indonesians to believe that it is acceptable to purchase pirated software and illegal copies of CDs. Nonetheless, if companies are able to lower prices, and thereby make their products more affordable to consumers, consumers will perceive fairness and justice in purchasing original copies of software and CDs.

Originality/value - There is limited research that investigates factors impacting the purchase of pirated software and CDs in the emerging economies, and specifically in Indonesia, the fourth most populous nation in the world, and one of the biggest markets for counterfeit products. This is one of first studies exploring this issue in Indonesia.

Keywords Consumer ethics, piracy behaviour, Indonesia

Paper type Research paper
Introduction

Studies show that consumer ethics are key factors influencing unethical behaviour such as the buying, copying, downloading, or sharing of illegal CDs and software (Al-Rafee and Cronan, 2006; Cronan and Al-Rafee, 2008; Swinyard et al., 1990; Tan, 2002). Piracy is now the greatest threat facing the software and music industries worldwide today (Chiou et al., 2005). Results of the Business Software Alliance’s (BSA) study in 2011 showed that 57 percent of computer users admit to committing software piracy resulting in US$ 64.4 billion of lost revenue. The same study revealed that software piracy rate in Indonesia reached 86 percent with estimated loss of US$ 1.47 billion in the same year. The data indicate significant increasing losses from time to time. The figures from the previous years were 87 percent software piracy rate and US$ 1.32 billion loss in 2010; 86 percent and US$ 0.89 billion in 2009; 85 percent and US$ 0.54 billion in 2008 and; 84 percent piracy rate with estimated loss of US$ 0.41 billion in 2007. Meanwhile, the Indonesian music industry has suffered more, reporting an overall loss of 95 percent of the market due to piracy in all forms, (i.e., physical, internet, and mobile) (IIPA, 2012).

Another study revealed that people in the emerging economies are the driving force behind software piracy as the prevalence of such acts is significantly correlated to GNP per capita and to income inequality and varies by region (Husted, 2000). The US/Canada has one of the lowest rates (23 percent), while China and Vietnam have some of the highest (90 percent) rates. Moreover, a survey by Political and Economic Risk Consultancy (PERC) found that Indonesia’s score identified the country as the worst in Asia in terms of protecting intellectual property rights (Daily Indonesia, 2010). Within a score between 0 (the best case) and 10 (the worst case), Indonesia’s score was 8.50, followed by Vietnam at 8.40, China at 7.90, the Philippines at 6.84, India at 6.50, Thailand at 6.17 and Malaysia at 5.80. As a result,
it is not surprising that China, Indonesia, Thailand, Malaysia, Philippines and Vietnam currently find themselves on the priority watch list for copyright infringement (IIPA, 2012).

Government and business have employed various preventive methods to reduce software and digital media piracy. No matter the method – making piracy technically difficult or declaring the threat of undesirable consequences – no method has proven to deter acts of piracy (Al-Rafee and Cronan, 2006; Gopal and Sanders, 1997). The results of deterrent methods appear to be non-significant, and digital piracy remains a serious problem. The losses due to the piracy of digital products, such as software, music, videos, books, and pictures, keep increasing (Chiou et al., 2005; IIPA, 2012). Therefore, a better understanding of the attitude and other relevant factors that impact piracy behaviour in different contexts could help explain the widespread nature of this behaviour. Little scholarly research has explored the factors that underlie the illegal purchase of software CDs in emerging economies. This is especially the case for Indonesia, the fourth most populous nation, and one of the biggest markets for counterfeit products in the world. Thus, the purpose of this study is to explore the impact of moral equity, relativism and attitude toward piracy behaviour in Indonesia by adapting Shoham, Ruvio and Davidow’s (2008) study on piracy behaviour. The present research is one of the first few studies exploring this issue in Indonesia.

**Literature review**

Various studies have indicated that higher levels of moral judgement lead to higher incidences of ethical behaviour (Douglas and Wier, 2000; Forsyth and Scott, 1984; Tan, 2002). Most studies on ethical decision making support Fishbein and Ajzen’s (1975) theory of reason action and its extension, theory of planned behaviour (Azjen, 2005). These theories suggest that ethical judgement is predictive of ethical intent including software and music piracy behaviour (Cronan and Al-Rafee, 2008; Peace et al., 2003; Shoham et al., 2008; Yoon, 2011). Bender and Wang (2009) state that digital piracy is a form of end-user piracy, where
individuals can obtain digital products (e.g., music, software, movies, pictures, e-books, and games) for their own personal enjoyment without physical transactions. The advancement of information technology has made such products significantly cheaper to distribute, especially in online and mobile businesses. However, digital products are vulnerable to piracy via illegal downloading, copying, sharing, and transferring of files. Digital products that have been pirated heavily include software (programs, games), audio products (music, recorded speech, tutorials, conversations), video (movies, video clips, recorded concerts, television shows), books (e-books, magazines, journal articles), and pictures (images and photos).

Many studies have investigated whether particular types of digital piracy are considered ethical or unethical (Glass and Wood, 1996; Harrington, 1989; Shim and Taylor, 1993; Wagner and Sanders, 2001). Most of these studies, however, were conducted within the context of developed countries, such as Hong Kong (Chang, 1998), Singapore (Swinyard et al., 1990; Tan, 2002), Israel (Shoham et al., 2008), Taiwan (Chiou et al., 2005; Kuo and Hsu, 2001), and the United States (Al-Rafee and Cronan, 2006; Cohen and Cornwell, 1989; Douglas et al., 2007; Gupta et al., 2004; Logson et al., 1994; Sinha and Mandel, 2008; Simpson et al., 1994; Schepers, 2003; Solomon and O’Brien, 1990; Wagner and Sanders, 2001).

In regards to cross-cultural differences, Swinyard et al. (1990) found that Asians (i.e., Singaporeans) appear to have more casual attitudes than Americans toward software piracy. Americans based their moral decisions on the nature of the decision itself while Singaporeans based their moral decision on the outcomes of the behaviour. Lyonski and Durvasula (2008) also suggested that Asians might have a different value system in regards to the use of copyrighted materials, such as software and music. Nevertheless, few studies have analysed digital piracy in the context of developing countries where such acts are more prevalent (China – Kwong et al., 2003; Wang et al., 2005).
Conceptual Framework and Research Hypotheses

Our conceptual framework is derived from Shoham et al. (2008; see Figure 1). The main premise of this framework is that moral equity and relativism will negatively affect piracy behaviour. The Shoham study employed three dimensions relevant to the ethical judgement, namely, moral equity, relativism and contractualism by Reidenbach and Robin (1991). The first construct is moral equity, which examines basic issues of right and wrong. Moral equity is a universal ethics construct, and is the main evaluative criterion for ethical judgement (Maiga, 2005; Reidenbach and Robin, 1991). Individuals assess equity through comparison of outcomes versus inputs in their social exchanges (Oliver and Swan, 1989). If there is a discrepancy, the individuals will consider their exchanges to be inequitable. The main proposition of equity theory is that individuals will attempt to maximize their outcomes where outcomes equal rewards minus costs (Douglas et al., 2007). Influencing the attitudes and behaviours of consumers (Azzen, 1982), moral equity is essential to the understanding of digital piracy (Douglas et al., 2007).

The second construct is relativism. This concept suggests that “all normative beliefs are a function of a culture or individual and therefore no universal ethical rules exist that apply to everyone” (Reidenach et al., 1991, p. 90). Individuals devise their own sets of moral standards based on their own cultures. What is deemed ethical in one culture may be judged unethical in another culture. Finally, the last dimension is contractualism, which is mostly applicable to managerial decision making (Shoham, Ruvio and Davidow, 2008).

Despite an increased focus on the behaviour of digital piracy, studies on the ethicality of digital piracy have produced mixed results. Cohen and Cornwell (1989) found that, among college students, software piracy was considered acceptable and normal. Similarly, Solomon and O’Brien (1990) found that students viewed pirating software as socially and ethically
acceptable. Lyonski and Durvasula (2008) reported that 94 percent of their respondents admitted that they downloaded music without paying for it. Digital piracy was also found to be common among 76.5 percent of the respondents in Cronan and Al-Rafee’s (2008) study.

Many other studies show that moral reasoning has a weak relationship with digital piracy (Al-Rafee and Cronan, 2006; Glass and Wood, 1996; Logsdon et al., 1994; Wang et al., 2005). Many consumers who buy illegal copies of CDs often deny that they are doing anything illegal, and blame the music industry for charging excessively high prices (Kwong et al., 2003). These consumers believe that they can save money by pirating digital products, and they have no fears in performing such acts (Al-Rafee and Cronan, 2006). In contrast, other studies indicate that moral judgement is a significant predictor of digital piracy behaviour (Douglas et al., 2007; Shoham et al., 2008). It shows that in the last few years increased campaigns against the piracy of software and CDs have improved consumers’ awareness toward piracy behaviour. Thus, based on the previous discussions, we propose the following hypotheses:

**H1.** Moral equity will negatively affect consumer’s attitude toward software piracy and purchases of illegal copies of music CDs.

**H2.** Relativism will negatively affect consumers’ attitude toward engagement in software piracy and purchases of illegal copies of music CDs.

**H3.** Moral equity will negatively affect consumer’s piracy behaviour.

**H4.** Relativism will negatively affect consumers’ piracy behaviour.

Finally, one’s attitude toward the act, namely, the degree to which a person assigns a favorable or unfavorable evaluation to software piracy and purchases of illegal copies of music CDs is the major determinant of behavioural intention (Ajzen, 2005; Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). A positive attitude towards software and music piracy will lead to the engagement in the piracy behaviour, and conversely. Empirical studies have found support for a positive causal relationship between attitude toward the act of piracy
and piracy behaviour (Cronan and Al-Rafee, 2008; Morton and Koufteros, 2008; Peace et al.,
2003; Shoham et al., 2008; Wang et al., 2005; Yoon, 2011). Consequently, we hypothesize
that:

H5. Attitude toward the software piracy and purchases of illegal copies of music CDs will
positively affect consumer’s piracy behaviour

Insert Figure 1 about Here

Methodology

Sample

Using a convenient sample in Yogyakarta, Indonesia, 325 questionnaires were
distributed in a large private university and the neighbouring community. Incomplete
responses were removed, resulting in 222 usable surveys (a response rate of 68 percent).
Fifty-three percent of the respondents were male and 47 percent were female. The age
distributions were as follows: 22 percent are less than 20 years old; 65 percent are between
21-31 years old; 11 percent are between 31-41 years old, and 2 percent are over 50 years old.

The research context – Indonesia

Indonesia is the fourth most populous nation in the world, with around 240 million
people, and is the largest country in South East Asia (Population Reference Bureau, 2011).
The Indonesian economy is growing faster than any other major emerging-market economy
except for China with 6.5 percent growth in 2011 (Reuters, 2012). In regards to software
piracy and illegal copies of CDs, Indonesia is experiencing declining CD sales and significant
piracy problems. Indonesia ranks as the 11th worst pirating nation, and an industry loss
attributable to piracy of up to US$ 1.47 billion in 2011. Eighty-six percent of software used in
Indonesia is pirated (BSA, 2012). In the music industry, the overall loss to piracy of all kinds
is 95 percent (IIPA, 2012). Access to pirated software and illegal copies of CDs remains
unstoppable through kiosks and malls throughout major cities in Indonesia (IIPA, 2012). The
situation is worsening due to the lack of transparency in the Indonesian court system and minimal efforts by the government to combat piracy. Finally, Indonesian consumers perceive original software and CDs as expensive and unaffordable, thus justifying the purchase pirated software, and the purchase of illegal copies of CDs. For less than US$1 a consumer can buy a pirated CD, DVD, or MP3 of a compilation of several recent albums or a movie. For pirated games and software, the prices range from US$ 2 for a CD to US$ 4 for a DVD. In addition, CD/DVD rentals are available in most cities for less than US$ 0.50 per day. Some rentals even promote “renting 3 CDs, with bonus of one CD free of charge.”

**Instruments**

The present study employed the same scales that Shoham *et al.* (2008) used. Moral equity was measured using a six seven-point relevant items by Reidenbach and Robin (1990) which consists of three items for moral equity (fair, just, morally right) and two items for relativism (culturally acceptable, traditionally acceptable). The results reveal that one of the items measuring relativism – “traditionally acceptable” for both CDs and software was loaded poorly with the other item. The factor loading was 0.45, below the .5 criterion (Bagozzi and Yi, 1988). The item was considered to be conceptually distinct from the remaining item measuring relativism, and was therefore removed from further analysis. As a result, relativism was measured with a single item. The Cronbach’s alphas for moral equity were 0.70 and 0.74 for CDs and software respectively. Moreover, attitude toward the act was measured using five seven-point items by Bagozzi *et al.* (1992), and Sawyer and Howard (1991). The scales asked bad-good, unfavourable-favourable, negative-positive, unpleasant-pleasant and unsatisfactory-satisfactory in regards to illegally copying software and buying pirated music CDs. The questionnaire also included two sets of items for CDs and software. The Cronbach’s alphas were 0.87 (CDs) and 0.90 (software). Finally, four behavioural items from Shoham *et al.* (2008) were used for each product context. The items measure frequency, behaviour
relative to others, ratio of unethical purchases/copying out of total ownership of the products, and total quantity of ethical products purchased over the last year. The Cronbach’s alphas of piracy behaviour were 0.83 (CDs) and 0.89 (software). The scales were all translated from English to Indonesian and then back translated to ensure their consistency.

Moral ethics explained 8 percent and 17 percent of the variances in attitudes toward the act of using illegal copies of music and software in Indonesia, much lower than 34.4 percent and 29.8 percent of the Israeli study (Shoham et al., 2008). Combined with attitude toward the act, they explained 28 percent and 49 percent of the variances in purchasing illegal copies of music CDs and illegally copying software, respectively (see Figure 2).

**Insert Figure 2 about Here**

**Results**

Structural equation modelling using AMOS 19 was used to analyse the data. A two-step procedure was followed wherein a single confirmatory factor analysis was estimated including all constructs before estimating the structural model (Anderson and Gerbing, 1988). The combined model for CDs resulted in a $X^2 = 143.297$ (60 d.f.; $p < 0.000$); $X^2/d.f. = 2.38$; CFI = 0.93; NFI = 0.89; RFI = 0.85; TLI = 0.91; RMSEA = 0.07. The model for software resulted in a $X^2 = 125.084$ (60 d.f.; $p < 0.000$); $X^2/d.f. = 2.08$; CFI = 0.96; NFI = 0.93; RFI = 0.90; TLI = 0.95; RMSEA = 0.07.

Hypothesis 1 ($H_1$) proposed that moral equity will negatively affect consumer’s attitude toward software piracy and purchases of illegal copies of music CDs. The data supports $H_1$, which shows that moral equity has a negative and significant impact on consumer attitudes toward purchases of illegal copies of music CDs ($\gamma = -0.36$) and pirated software ($\gamma = -0.47$). Moreover, relativism has no significant impact on consumer attitudes toward purchases of illegal copies of CDs or pirated software. Thus, $H_2$ is not supported. The
findings contrast with those of Shoham et al. (2008), which found that both morality and relativism have negative impacts on attitude towards the act.

Hypothesis 3 (H3) suggests that moral equity will negatively affect consumer’s piracy behaviour. The data supports the H3. Piracy behaviour is negatively influenced by moral equity for CDs ($\gamma = -0.36$) and for software ($\gamma = -0.74$). Hypothesis 4 (H4) proposes that relativism will negatively affect consumers’ piracy behaviour. The findings only partially support H4. Relativism significantly affects only downloading or using pirated software, but conversely, with $\gamma = 0.40$, fails to reach significance for buying pirated music CDs. Although the insignificant effect of relativism on piracy behaviour in music CDs was also found in the Shoham et al. (2008) study, the impact on piracy behaviour in the context of software is inconsistent. Finally, Hypothesis 5 (H5) states that attitude toward software piracy and purchases of illegal copies of music CDs will positively affect consumer’s piracy behaviour of both products. The findings supported the H5 for both CDs ($\gamma = 0.29$) and software ($\gamma = 0.38$) (see Table 1 and Figure 2).

Insert Table 1 and Figure 2 about Here

This study also explores whether the relationships among the model’s constructs will differ for the two products (Shoham et al. 2008). The base model allowed all structural relationships to differ for the two products ($\chi^2 = 143.297$, 60 d.f.). This model was also compared to one where relationships were constrained to equality. The $\chi^2$ differences ($\chi^2 = 24.042$, 6 d.f.) were significant. Finally, we also examined the overall mean values of these constructs in order to compare differences between the two products. The mean values for moral equity are $M_{CD} = 4.10$ vs. $M_{software} = 3.93$ ($p<0.00$), indicating that consumers consider buying illegal copies of CDs as more unfair/unjust and not morally right compared to downloading, using, or buying pirated software. The mean values of relativism were $M_{CD} = 4.03$ vs. $M_{software} = 3.83$ ($p<0.00$), also indicating that buying illegal copies of CDs is
unacceptable/not morally right compared to purchasing pirated software. The mean values of attitude toward the act were $M_{CD} = 3.79$ vs. $M_{software} = 4.11$ ($p<0.00$), which show that buying illegal copies of CDs is perceived as more negative than buying pirated software. The mean values of piracy behaviour are $M_{CD} = 3.19$ vs. $M_{software} = 3.53$ ($p<0.00$). Overall, buying pirated software is considered morally and ethically more acceptable than buying illegal CDs.

**Discussions and Managerial Implications**

As previously mentioned, Bender and Wang (2009) stated that digital piracy is a form of end-user piracy for personal enjoyment without physical transactions where end-user piracy is more difficult to detect than commercial piracy. Thus, an effective strategy to combat piracy needs a comprehensive understanding of both the supply and demand sides of piracy. The current study focuses on the demand side by investigating the impact of moral equity, relativism, and attitude on consumer piracy behaviour in Indonesia.

In the context of Indonesia, higher moral equity has affected piracy behaviour negatively. Therefore, efforts to reduce piracy should focus on highlighting the importance of fairness and justice. A study shows that one of the main drivers of software piracy in digital products is overpricing (Al-Rafee and Cronan, 2006). This condition creates perceptions of inequity and unfairness among consumers, thus justifying the purchase of pirated software and illegal copies of CDs. Therefore, if companies are able to lower prices and make these products more affordable to consumers, consumers will perceive that there is fairness and justice in the pricing of original copies of software and CDs. Lower prices may also make potential and current pirates re-examine the new distribution of the costs and benefits of committing digital piracy (Cheng and Sims, 1997). In Indonesia, the price of a music CD for local artists is far cheaper than one for foreign (e.g., American, Chinese, Korean, and others) artists. The producers of local artists’ music CDs have started to distribute their products in non-conventional outlets, such as minimarkets (e.g., CD discounts based upon purchase...
amounts) and fast-food restaurants (e.g., bundled pricing of CDs and food packages at Kentucky Fried Chicken outlets). This situation may explain why Indonesian consumers are more willing to pirate software than music CDs.

The present study also found that relativism does not affect piracy behaviour. The insignificant impact of relativism may indicate that software piracy and buying illegal copies of CDs are still considered acceptable practices in Indonesia. Average Indonesians tend to believe that it is legal to buy, but illegal to sell pirated products. While cases of pirated product sellers being caught by police can be found, to date there has not been a case of a consumer being prosecuted for buying pirated goods in Indonesia. This may support the Indonesian consumer to believe that there is nothing to fear when buying pirated software and music CDs. This situation can be explained by the fact that generally in Indonesian culture, the ethical criterion is not “what is right and wrong”, but “what is appropriate and inappropriate” (Widjaja, 2013, p. 20). This collectivistic cultural characteristic may explain why many Indonesian consumers justify their piracy behaviour by looking at what other consumers do.

Nonetheless, the current study also indicates that Indonesian consumers feel it is more morally wrong to purchase illegal copies of CDs than to purchase pirated software. One of the possible explanations is that consumers can identify the individuals (i.e., artists) who are being disadvantaged, thus increasing consumers’ moral equity when they purchase music CDs. Consequently, it will affect piracy behaviour negatively. However, with the case of software, consumers are dealing with large corporations (e.g., Microsoft, Adobe), thus reducing the personal connection with the product being pirated. As a consequence, consumers feel less guilty. Therefore, managers should promote individuals or artists who are being disadvantaged by piracy, which in turn might increase moral equity of consumers. In the case of the software industry, the consequences of software piracy to individuals or
society should be promoted. Deterrence is not effective. Companies should continue educating the public on how piracy contributes to the cost, and therefore the price, of digital products are the way they are now. Whether the local products created and sold in Indonesia would impact consumers’ moral judgment and willingness to pirate is worth further research.

Furthermore, consistent with previous studies (Cronan and Al-Rafee, 2008; Morton and Koufteros, 2008; Peace et al., 2003; Shoham et al., 2008; Wang et al., 2005; Yoon, 2011), the present study found a positive effect of attitude toward the act of piracy behaviour. In order to curb piracy effectively, integrated efforts of all relevant parties, such as government, industry players, educators, and the general public, are essential. Law enforcement and stricter ethical codes of conduct in regards to intellectual property rights protection have to be consistently implemented. When applied, this may contribute to the development of negative attitudes and high levels of guilt towards digital piracy among consumers, which in turn will reduce their intention to pirate digital products.

Limitations

Limitations are inevitable in any convenience sampling. Similar to other ethical studies that used student populations (e.g., Al-Rafee and Cronan, 2006; Burnet, Keith and Pettijohn, 2003; Cronan and Al-Rafee, 2008; Nevins, Bearden and Money, 2007; Wang, et al., 2005), our samples derived from mostly younger populations in one city in Indonesia. This limited the generalizability of the findings. Future research should obtain data from other demographic categories (e.g., age, income, gender) in other cities in Indonesia, which may produce more generalizable results. Studies show that gender may influence ethical decision making (Borkowski and Ugras, 1998; Reis and Mitra, 1998). For instance, Cronan and Rafee (2008) reported that the proportion of male students who have pirated software was higher than their female counterparts. In addition, the present study did not consider the level of
religiosity, which is an integral component of the lives of most Indonesians. Future research may investigate this issue.
References


Fishbein, M. and Ajzen, I. (1975), Belief, Attitude, Intentions and Behavior: An Introduction to Theory and Research, Addison-Wesley, Boston, MA.


Appendices

Figure 1. Conceptual Model
Figure 2. SEM model for illegal music CDs and software piracy (standardized coefficients)

Note: Coefficients for CDs on top and for software at the bottom
Fit statistic CDs: $X^2 = 143.297$ (60 d.f.; $p < 0.000$); $X^2$/d.f. = 2.38; CFI = 0.93; NFI = 0.89; RFI = 0.85; TLI = 0.91; RMSEA = 0.07
Software: $X^2 = 125.084$ (60 d.f.; $p < 0.000$); $X^2$/d.f. = 2.08; CFI = 0.96; NFI = 0.93; RFI = 0.90; TLI = 0.95; RMSEA = 0.07
Table 1. SEM results – standardized coefficients

<table>
<thead>
<tr>
<th>Path</th>
<th>Estimate (music CDs)</th>
<th>Estimate (pirated software)</th>
<th>p&lt; (one-tailed tests)</th>
<th>p&lt; (one tailed test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moral equity → behavior</td>
<td>-0.36*</td>
<td>-0.74*</td>
<td>0.02</td>
<td>0.01</td>
</tr>
<tr>
<td>Relativism → behavior</td>
<td>-0.07</td>
<td>0.40*</td>
<td>0.96</td>
<td>0.01</td>
</tr>
<tr>
<td>Moral equity → attitude toward the act</td>
<td>-0.36*</td>
<td>-0.47*</td>
<td>0.02</td>
<td>0.01</td>
</tr>
<tr>
<td>Relativism → attitude toward the act</td>
<td>0.11</td>
<td>0.07</td>
<td>0.40</td>
<td>0.65</td>
</tr>
<tr>
<td>Attitude toward the act → behavior</td>
<td>0.29*</td>
<td>0.38*</td>
<td>0.01</td>
<td>0.01</td>
</tr>
</tbody>
</table>

Note: *Significant paths