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**Value-consciousness, Ethical Position and Perceived Risk Influence on Attitude
towards Music Piracy among Indian Young Adult**

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There have been several studies that examined piracy from demand and supply side. But the dearth of studies on demand side still plagues the field, especially the personality factors influencing on the attitude towards piracy. This study contributes to the literature by evaluating the attitudes of Indian young adults' attitude towards piracy. The study involves an extension of several studies conducted on the theme to a new sample. After relevant review of literature and couple of pilot studies on the young adults, three variables were found to have significant influence on the attitude towards music piracy; value consciousness, ethical consideration and perceived risk. These variables were considered for a larger study with a sample size of 172. A questionnaire having 20 items was distributed to the sample respondents by the team of researchers. Results of the study reveal that the three variables were significant influencers on the attitude towards piracy. More specifically the value consciousness was found to have a profound impact on the attitude towards piracy. Details of the study are presented in the paper.

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