

Abstract

This paper aims to investigate Lithuanian students' willingness to pay (WTP) for digital music and factors that determine it. Web-based survey data employed in our analysis was collected from respondents studying in 19 Lithuanian higher education institutions. The findings suggest that 76% of Lithuanian students express non-zero WTP, which for those students is equal to 0.30 EUR on average. Regression analysis showed that people with higher moral norms are willing to pay more for digital music. As well, a person's income and high ethic norms contribute to explaining the person's choice whether to pay or not for downloading music from the Internet. In addition, further analysis of student attitudes towards p2p file sharing indicates that Lithuanian students tend not to care if p2p file sharing is legal or illegal and do not regard it as stealing. Also, people are found to strongly agree that p2p file sharing is an integral part of the Internet. Despite that people are found to still use the Internet if p2p file sharing was unavailable.