

Effect of product knowledge towards buying pirated software



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## Abstract

The study is aimed at exploring and explaining the different aspects related to the increased trend of software piracy in Pakistan. It attempts to highlight the factors which influence the consumers to buy or to intend to buy pirated software. In order to understand the aspects associated with the ongoing crisis regarding the use of pirated software in Pakistan, a research was conducted among the Internet users mainly due to the fact that internet is one of the main sources of the distribution of the pirated software in Pakistan. A questionnaire was built for the collection of data which was distributed via online channel. In case of relationship of product knowledge to purchase intention, null hypothesis was accepted. With the help of the filled questionnaire samples and the statistical software, it was concluded that economic factors have strongest correlation with the purchase intention. Thus, price is a significant factor which affects the consumers' intention of buying pirated software. Moreover, the findings brought to light the important role that the Government can play i.e. to make and implement laws against piracy and to regulate the prices. In the end, some recommendations have been given which may serve as an impetus in moving a step forward in curbing or at least minimizing the increasing rate of software piracy in Pakistan.

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