

Understanding consumer intention with respect to purchase and use of pirated software

Abstract

Purpose - The purpose of this paper is to study factors that influence consumers' intention to purchase and use of pirated software.

Design/methodology/approach - This study tests the impact of five factors (procedural fairness, reciprocal fairness, distributive fairness, subjective norm, and attitude) on intention towards software piracy by 289

consumers' in Malaysia. Survey questions from prior studies were adopted and customized, and the model was analyzed using partial least squares and structural equation modeling tool (Smart-PLS 2.0 M3). **Findings** - The

results indicated that a significant and positive relationship exists between reciprocal fairness, procedural fairness, subjective norm, attitude, and consumers' intention towards software piracy. **Research**

limitations/implications - This study was restricted to consumers within one country (Malaysia). Additional studies across other countries are

encouraged. This research can help businesses better improve the ways to reduce software piracy rates. They get to understand more about the exact problem and cause behind software piracy and can target better strategies

to curb this problem. **Practical implications** - This study is useful for researchers, managers, and software vendors willing to highlight the

factors that contribute to software piracy. **Originality/value** - The study highlights factors that influence consumers' intention towards software piracy, which has not been widely studied especially in Malaysia.

