

Chapter ii related literature critique essay

Literature



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Chapter II. Review of Related Literature According to Jamal Natour and Rewa Leila Anabtawi(2012), Purchasing counterfeited luxury products and downloading pirated items have become more common nowadays. Fashion and IT industries are affected negatively by consumers' supportive attitude towards piracy and counterfeits. Many luxury branded companies have their exclusive brand names stolen by counterfeits producers. Likewise producers of computer software, music, and movies are affected by individuals who download/stream their items for free.

Consumers' attitudes towards counterfeiting and piracy are important to examine as to understand their acceptance and rejection towards counterfeits and piracy. The purpose of this thesis is to examine consumers' attitudes towards counterfeits and piracy. What is accepted and rejected by consumers? To answer the research questions, a qualitative method is used. The data is collected through semi-structured interviews with 12 consumers of both/either counterfeits and piracy. The study is performed in Skane(Scania), Sweden, mainly in Malmo, Perstorp and Kristianstad.

We implemented the Theory of Reasoned Action, Theory of Moral Reasoning, Consumer Theory and different attitudes for analysing the empirical presentation. The result of the study showed that the interviewees had a more accepting attitude towards piracy while the majority of them had a rejecting attitude towards counterfeits. Due to the fact that computer and IT have become a part of the everyday life for many individuals. However, the interviewees who buy counterfeits consume the items while they are on vacation abroad since the supply of counterfeits in the Swedish market is not very big.

When it came to piracy and counterfeited products, the age of the interviewees did matter to some extent. Also, price was one important element why consumers are interested in counterfeit or download piracy. This study contributes to fill the gap in the lack of studies of consumers' attitudes towards both piracy and counterfeits. The conclusions can be used as a guideline and tool for companies to be aware of consumers' attitudes towards illicit products. (Parker, 1998) found out that Software piracy can be defined as "copying and using commercial software purchased by someone else".

Software piracy is illegal. Each pirated piece of software takes away from company profits, reducing funds for further software development initiatives. The roots of software piracy may lie in the early 1960s, when computer programs were freely distributed with mainframe hardware by hardware manufacturers (e. g. AT&T, Chase Manhattan Bank, General Electric and General Motors). In the late 1960s, manufacturers began selling their software separately from the required hardware.

Current illegal software in the US accounts for 25 - 50% of the software in use (see web sites below for further detail). Other countries often have levels of piracy well beyond that of the US. For example, Carol Bartz, the president and chairman of Autodesk, Inc. ([www. autodesk. com](http://www.autodesk.com)) reports that one of their flagship products, AutoCAD, has 90% of the computer-aided design (CAD) market in China, yet sales are virtually negligible due to the widespread acceptance of software piracy (Fighting Computer Crime: A New Framework for Protecting Information, Donn B.

Parker, 1998). A number of annotated web sites at the end of this document contain information regarding estimates of software piracy throughout the world. Bartz also states that many software companies are reluctant to pursue the educational market due to concerns that several copies of purchased software may lead to millions of copies of illegal software, produced "in the name of educating children".