

A Study on Purchase/Download Intentions towards Pirated Games

Shri Krishnan ¹, Naren Natarajan ², Vaddadi Karthik ³

Professor, Department of Marketing, Amrita School of Business, Coimbatore, India¹

MBA Student, Amrita School of Business, Coimbatore, India²

MBA Student, Amrita School of Business, Coimbatore, India³

ABSTRACT: There is no study focusing on games piracy with robust measurement but some concepts from digital piracy can be used to understand the parallels of the phenomenon. According to Walls (2008), social factors have a positive relationship with digital piracy but the internet usage level has a negative relationship with digital piracy. The main objective of the study is that to analyse the acceptance towards downloading piracy software's. The conclusion is that out of all the variables taken for the study social factors has higher impact towards attitude towards downloading.

KEYWORDS: Robust measurement, Digital piracy and Social factors

I. INTRODUCTION

Video game piracy, that involves the unlawful copying and distribution of digital games, is a complicated phenomena occurring across multiple channels and includes a degree that's hard to estimate. It's the reason behind heated argument, with buccaneers using one part and video game developers, video game publishers and legislators/policy manufacturers on the additional. Regardless of the desire for video game piracy and the hot debate surrounding the experience, there is limited info on the topic that covers across video game titles. The info that will exist frequently originates from market organizations like the Entertainment Software program Association (ESA) or providers of Peer-2-Peer (P2P) systems, but does not have objectivity and a clear methodology.

An integral problem in the overall game piracy argument may be the insufficient comprehensive and objective details about the type and magnitude from the piracy activity and its own underlying causes, such as for example its financial and personality drivers. A lot of the data on game piracy result from the market (e. g., specific publishers or perhaps designers additionally part organizations like the ESA and the business enterprise Software program Alliance (BSA). The info reported by the market are actually relatively difficult, partially because of the interest in the sector to lessen piracy and therefore potentially overstate the issue, in addition to insufficient transparency regarding the precise methods for collecting the reported data..

II. STATEMENT OF PROBLEM

Gaming industry is considered to be one of the most potential industry in India. The main problem of the study is that to analyze the piracy involved with gaming software.

III. OBJECTIVE OF THE STUDY

- a) To study about the demographic variables of the study.
- b) To analyse the level of acceptance towards factor influencing pirated games.
- c) To evaluate the impact of attribute towards pirated games.

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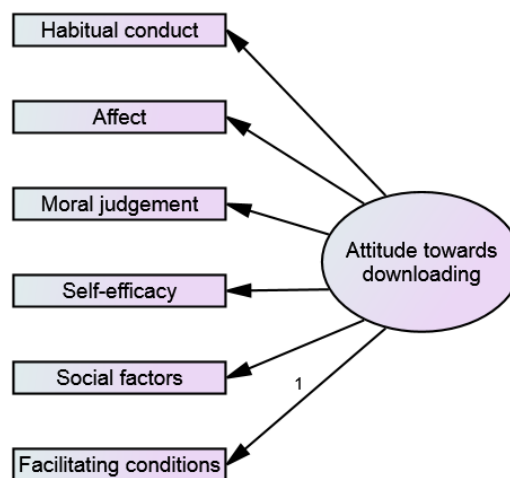
IV. SCOPE OF THE STUDY

A key challenge for investigations of game piracy is that the channels through which illegal copies are distributed (e.g., physical copying, peer-to-peer networks) are almost impossible to monitor effectively. The main scope of the study is that it will help the companies to know about the mode or way of downloading and using pirated softwares.

V. RESEARCH METHODOLOGY

- A) Type of research : Descriptive type of research was used with the study.
- B) Type of sampling : Judgmental sampling method was used to collect the data.
- C) Sample Size : The data was collected from 90 samples and the respondents are those who download pirated software.
- D) Tools used for the study : Percentage analysis, Descriptive statistics Oneway Anova and Multiple regression

VI. RESEARCH MODEL



VII. LIMITATIONS OF THE STUDY

- 1) The sample size is limited to 75.
- 2) The area of data collection is limited to Coimbatore.
- 3) There may be a bias towards primary collection collected from the respondents.

VIII. ANALYSIS AND INTERPRETATION

A. Demographic Variables

Out of 97 respondents who are using pirated software's most of the respondents are from the age group between 19-28. Majority of the persons are male respondents. Majority of the respondents who are using software's are graduates and the majority of the respondents who are using pirated software are students.

B. Preferred Gaming Platforms

11.3% are using console platforms, 29.9% are using mobile platforms, 3.1% are using mobile and console platforms, 21.6% are using mobile and PC platforms, 10.3% are using Mobile, PC and Console platforms, 14.4% are using PC platforms and 9.3% are using PC, console.

C. Time spent on playing games per week

Majority of the respondents are spending less than 5 hours to play games per week.

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D. Oneway Anova

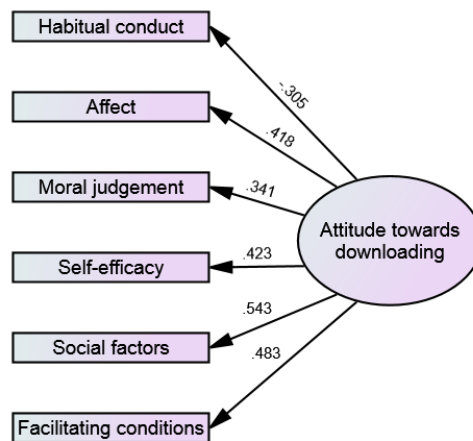
Comparison between age and Attitude of the respondents towards downloading pirated software:

H0: There is a significant difference between age and Attitude of the respondents towards downloading pirated software.

There is no significant difference between age and habitual conduct (0.000). There is a significant difference between age and affect towards downloading software (0.609), Moral judgment (0.632), Self-efficacy (0.291), Social factors (0.242) and Facilitating conditions (0.443)

E. Multiple Regression

Comparison between factors and attitude of the respondents towards downloading pirated software:



The above chart shows that there is a positive relationship between Attitude towards downloading and affect, moral judgment, self-efficiency, social factors and facilitating condition

IX. FINDINGS

1. Most of the respondents are from the age group between 19-28. Majority of the persons are male respondents. Majority of the respondents who are using software's are graduates and the majority of the respondents who are using pirated software are students.
2. Most of the respondents are using mobile platforms.
3. There is no significant difference between age and habitual conduct.
4. There is a positive relationship between Attitude towards downloading and affect, moral judgment, self-efficiency, social factors and facilitating condition.

X. SUGGESTIONS

To reduce the piracy related to downloading the software's the companies look after the security towards the software's using latest technology.

XI. CONCLUSION

The conclusion is that out of all the variables taken for the study social factors has higher impact towards attitude towards downloading.

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